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> INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO DEMONSTRATE AT LEAST ONE OF REDUNDANCY AND OMISSIONS AMONG THE COMPONENTS OF THE SYSTEM 12

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO INDICATE REQUIRED COMPONENTS FOR THE IMPLEMENTATION OF THE SYSTEM

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO INDICATE A PRIORITY OF THE IMPLEMENTATION FOR THE COMPONENTS OF THE 16 **SYSTEM**

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO INDICATE PARTICULAR PHASES IN WHICH THE COMPONENTS OF THE <u>18</u> SYSTEM ARE DELIVERED

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO COMPARE A PLURALITY OF **VENDORS** 20

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO SERVE AS A SELLING TOOL 22

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO DEPICT INFORMATION RELATING TO AT LEAST ONE OF BUILDING. MANAGEMENT, AND SUPPORT OF THE SYSTEM 24

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO CONVEY INFORMATION PERTAINING TO WHICH COMPONENTS OF A SYSTEM 26 PRODUCTS OR SERVICES RELATE

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO IDENTIFY ALLIANCES OF A PLURALITY OF BUSINESS ENTITIES IN COMPONENTS OF A SYSTEM 28

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO CONVEY A MANNER IN WHICH THE COMPONENTS OF THE SYSTEM ARE TO BE 30 **TESTED**

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DISPLAYING A PICTORIAL REPRESENTATION OF A SYSTEM INCLUDING A **PLURALITY OF COMPONENTS**

Fig. 1



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DETERMINING AT LEAST ONE AREA OF AN EXISTING NETWORK FRAMEWORK IN WHICH REDUNDANCIES AND OMISSIONS OF **BUSINESS EFFORTS EXIST**

PRESENTING A PICTORIAL REPRESENTATION OF THE EXISTING NETWORK FRAMEWORK INCLUDING A PLURALITY OF COMPONENTS

HIGHLIGHTING THE REDUNDANCIES AND THE OMISSIONS BY INDICIA CODING THE COMPONENTS OF THE EXISTING NETWORK THAT RESIDE IN THE AT LEAST ONE AREA

Fig. 2

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31 31a CREATING A DATABASE WHICH INCLUDES A LISTING OF ALL OF THE COMPONENTS OF AN AREA OF AN EXISTING NETWORK FRAMEWORK 31b CREATING A SECOND DATABASE WHICH INCLUDES A LISTING OF ALL SERVICES PROVIDED BY VENDORS THAT CORRESPOND TO THE COMPONENTS OF THAT AREA OF THE FRAMEWORK 31c COMPARING THE LISTING OF THE COMPONENTS WITH THE LISTING OF THE VENDOR SERVICES CORRESPONDING TO THOSE **COMPONENTS** 31d CREATING A LISTING OF COMPONENTS NOT BEING PROVIDED BY A VENDOR SERVICE 31e CREATING A LISTING OF COMPONENTS BEING PROVIDED BY MORE THAN ONE VENDOR SERVICE

Fig. 3



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DISPLAYING A PICTORIAL REPRESENTATION OF A SYSTEM INCLUDING A PLURALITY OF COMPONENTS

INDICIA CODING THE COMPONENTS OF THE SYSTEM IN ORDER TO INDICATE REQUIRED COMPONENTS FOR THE IMPLEMENTATION OF THE SYSTEM

Fig. 4

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CREATING A DATABASE WHICH INCLUDES A LISTING OF ALL OF THE COMPONENTS OF AN AREA OF AN EXISTING NETWORK FRAMEWORK

CREATING A SECOND DATABASE WHICH INCLUDES A LISTING OF ALL COMPONENTS NECESSARY TO THE IMPLEMENTATION OF THE SYSTEM

COMPARING THE LISTING OF THE ENTIRE SET OF COMPONENTS WITH THE LISTING OF THE NECESSARY COMPONENTS

INDICIA CODING ANY COMPONENTS THAT MATCH ON THE PICTORIAL PRESENTATION

Fig. 5



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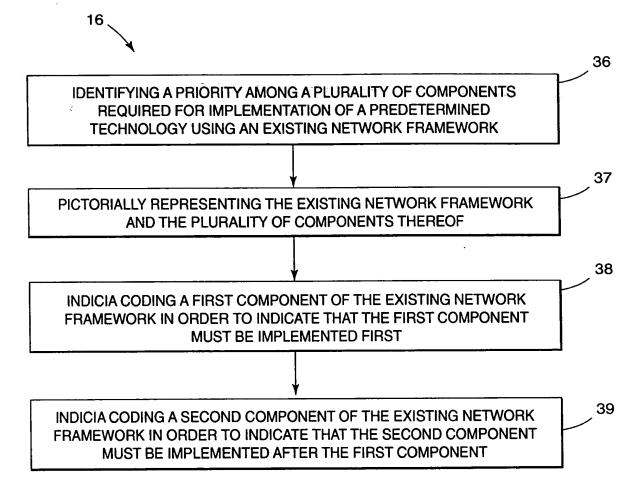


Fig. 6



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COMPILING A LISTING OF ALL OF THE COMPONENTS REQUIRED FOR IMPLEMENTATION OF THE TECHNOLOGY USING AN EXISTING **NETWORK FRAMEWORK**

POSITIONING PRIMARY COMPONENTS, WHICH SHOULD OR MUST BE INSTALLED BEFORE OTHER SECONDARY COMPONENTS WILL FUNCTION PROPERLY, FORWARD OF THE SECONDARY **COMPONENTS IN THE LISTING**

POSITIONING ANY TERTIARY COMPONENTS THAT SHOULD OR MUST BE INSTALLED AFTER A PARTICULAR SECONDARY COMPONENT BELOW THE CORRESPONDING SECONDARY COMPONENT ON THE LISTING

Fig. 7

36a

36b

36c



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DISPLAYING A PICTORIAL REPRESENTATION OF AN EXISTING SYSTEM INCLUDING A PLURALITY OF COMPONENTS

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41

42

PRESENTING A FIRST SET OF COMPONENTS THAT ARE TO BE DELIVERED IN A FIRST PHASE BY INDICIA CODING THE SAME

PRESENTING A SECOND SET OF COMPONENTS THAT ARE TO BE DELIVERED IN A SECOND PHASE BY INDICIA CODING THE SAME IN A MANNER UNIQUE WITH RESPECT TO THE INDICIA CODING OF THE FIRST SET OF COMPONENTS

Fig. 8



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41a SELECTING COMPONENTS OF THE SYSTEM TO BE DELIVERED IN THE FIRST PHASE WHERE THE COMPONENTS ARE REQUIRED TO CREATE THE BASE FRAMEWORK OF THE SYSTEM 41b SEPARATING THE REMAINING COMPONENTS INTO PRIMARY AND SECONDARY COMPONENTS WHERE THE PRIMARY COMPONENTS MUST BE DELIVERED BEFORE THE SECONDARY COMPONENTS 41c

Fig. 9

SELECTING THE PRIMARY COMPONENTS TO BE DELIVERED IN THE **FIRST PHASE**



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20. 43 DETERMINING A CURRENT NETWORK FRAMEWORK 44 DISPLAYING A GRAPHICAL DEPICTION OF THE CURRENT NETWORK FRAMEWORK AND A PLURALITY OF COMPONENTS THEREOF 45 PRESENTING A COMPARATIVE ANALYSIS OF AT LEAST TWO VENDORS OF WEB-BASED PRODUCTS OR SERVICES WITH INDICIA CODING THAT HIGHLIGHTS ASPECTS OF THE AT LEAST TWO VENDORS

Fig. 10



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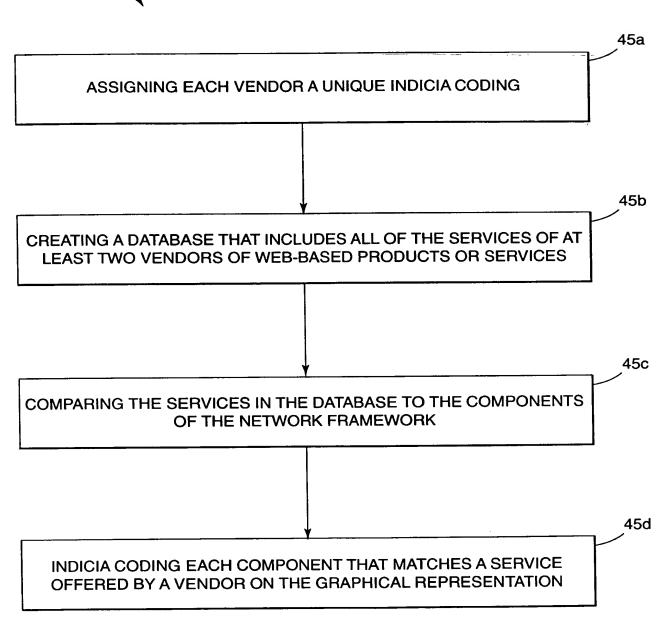


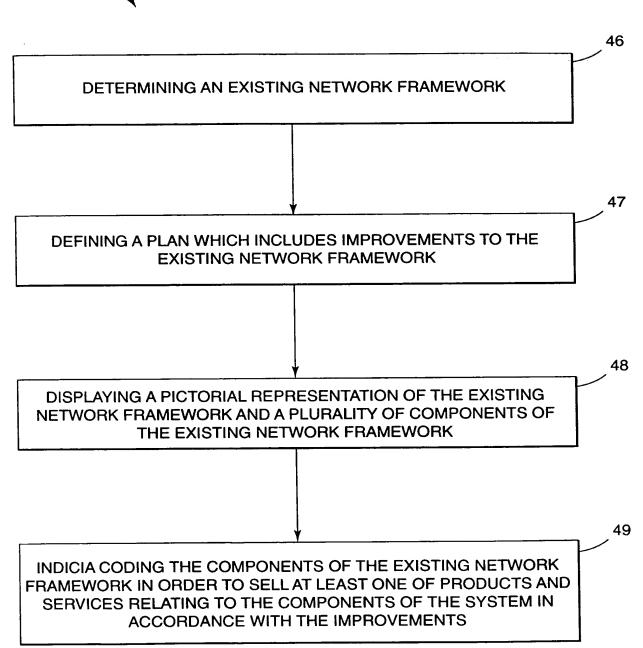
Fig. 11



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SELECTING A TARGET MARKET

47b

TAILORING A SALES PROGRAM TO APPEAL TO THE TARGET MARKET
BY SELECTING ONLY SPECIFIC COMPONENTS HAVING PRODUCTS OR
SERVICES LIKELY TO BE PURCHASED BY THE TARGET MARKET

47c

CHOOSING THE PRODUCTS OR SERVICES RELATED TO THE CHOSEN
COMPONENTS TO BE OFFERED FOR SALE

Fig. 13



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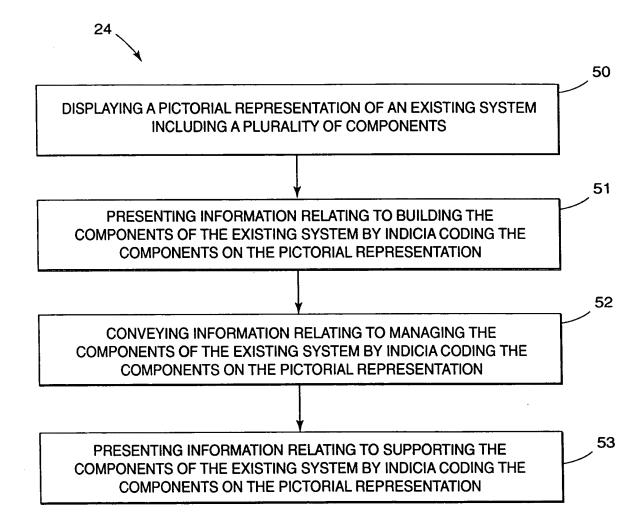


Fig. 14



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51a

CREATING A DATABASE HAVING THREE AREAS EACH ADAPTED TO CONTAIN A GROUP OF COMPONENTS OF THE SYSTEM

51b

SELECTING COMPONENTS OF THE EXISTING SYSTEM THAT ARE USED FOR BUILDING THE COMPONENTS OF THE SYSTEM AND PLACING THEM IN A FIRST GROUP OF COMPONENTS IN THE FIRST AREA OF THE DATABASE

51c

SELECTING COMPONENTS OF THE EXISTING SYSTEM THAT ARE USED FOR MANAGING THE COMPONENTS OF THE SYSTEM AND PLACING THEM IN A SECOND GROUP OF COMPONENTS IN THE SECOND AREA OF THE DATABASE

51d

SELECTING COMPONENTS OF THE EXISTING SYSTEM THAT ARE USED FOR SUPPORTING THE COMPONENTS OF THE SYSTEM AND PLACING THEM IN A THIRD GROUP OF COMPONENTS IN THE THIRD AREA OF THE DATABASE

Fig. 15



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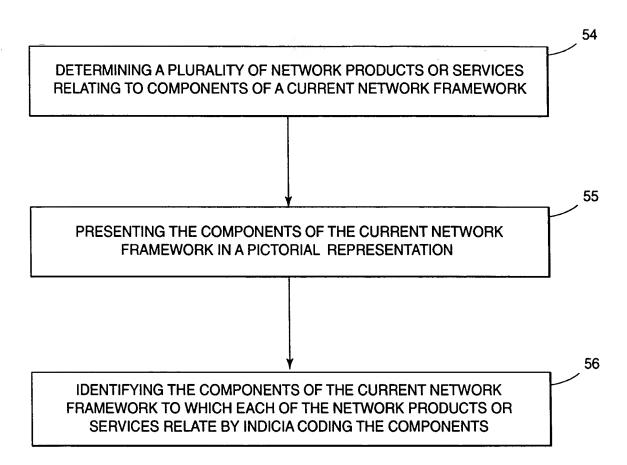


Fig. 16



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56a CREATING A FIRST DATABASE IN WHICH SELECTED SERVICES ARE COMPILED 56b CREATING A SECOND DATABASE IN WHICH EACH OF THE SERVICES OFFERED BY THE CURRENT SYSTEM ARE GROUPED BY SYSTEM COMPONENT 56c **COMPARING THE TWO DATABASES** 56d LISTING THE COMPONENTS WHICH HAVE SERVICES MATCHING THE SERVICES OF THE FIRST DATABASE 56e INDICIA CODING THE LISTED COMPONENTS ON THE PICTORIAL REPRESENTATION

Fig. 17



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DISPLAYING AT LEAST ONE ALLIANCE AMONG A PLURALITY OF BUSINESS ENTITIES IN TERMS OF COMPONENTS OF A CURRENT NETWORK FRAMEWORK

DISPLAYING A PICTORIAL REPRESENTATION OF THE CURRENT NETWORK FRAMEWORK AND THE COMPONENTS

CONVEYING THE AT LEAST ONE ALLIANCE BY INDICIA CODING THE COMPONENTS OF THE CURRENT NETWORK FRAMEWORK IN WHICH THE AT LEAST ONE ALLIANCE EXISTS

Fig. 18



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DISPLAYING A PICTORIAL REPRESENTATION OF AN EXISTING NETWORK FRAMEWORK INCLUDING A PLURALITY OF COMPONENTS

INDICIA CODING THE COMPONENTS OF THE EXISTING NETWORK FRAMEWORK IN ORDER TO CONVEY A PLAN BY WHICH THE COMPONENTS OF THE SYSTEM ARE TO BE TESTED

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Fig. 19



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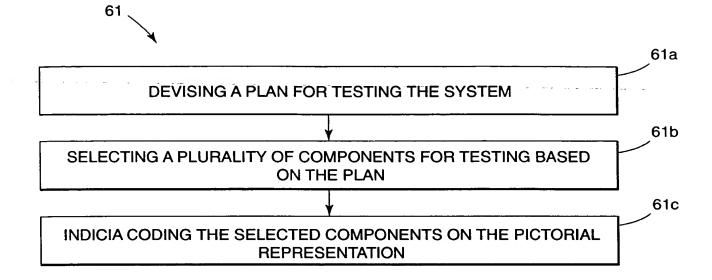
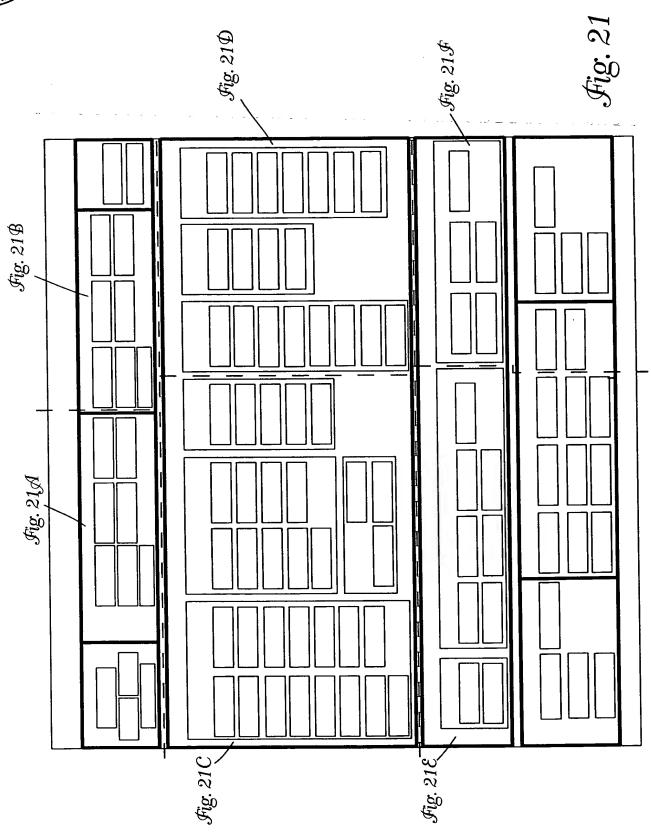


Fig. 20



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Services (RADIUS)

Firewall Service Remote Access **Network Services** Network Object Mgmt Quality of Service (bandwidth) Web Architecture Framework Base Chart Web Content Caching Application Proxy Load Balancing Services Security Services Entitlement Web Data Virtual Private Networks Browser Based Authentication Web Application Entitlement

Fig. 21A



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Client Services Common Internet Certificates Services Web Application Server State & Session Management Internet Services File Transfer Services (FTP) Web Application Interface Protocols CGI / NSAPI / ISAPI Communications - SSL **Email Transport** Secure Browser HTTP - Page Rendering Services

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			Web App	Web Application Services
Com	Commerce	Content	Content Channels	Customer Relationship Mgmt
Catalog Capabilities (products & services)	Quote (Price & Availability)	Download Capabilities	Chat Capabilities (Real-time)	User Profile Mgmt (Active Profiling)
Product Details / Specs	Order Placement	Push Technology Capabilities	Generate Coordinated / Targeted Messages (outbound email)	Dynamically Facilitate Communities of Interest
Shopping Cart	Tax & Shipping Calculations	Discussion Forums (newsgroups)	Manage Email Receipt & Delivery (inbound email)	Match Web content to specific user profiles
Compare Products / Services	Transaction Processing Capabilities (physical & electronic)	Content Subscriptions	Dynamic Rendering (template based publishing)	Customer Feedback & Surveys
Needs Assessment / Buyer Assistant	Electronic License Distribution & Management	FAQs		Events, Calendaring & Registration
Product Configurator	Order Status / Order History	Administrative	Shareholder Services	- 700
Advertisement & Promotion Capabilities	Lead Generation & Referral	On-line Recruiting	Legal Services	
Auction Capabilities				

Fig. 21C



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Publishing Services Content Mgmt &

Content Development Tools

Curriculum Generation

Marketing Collateral

Content Management Capabilities

Content Approval

Online Training

Content Workflow

raining Account Status

Content Review & **Testing Tools**

Translation Capabilities Localization /

Text-only Rendering Capabilities

Staging & Deployment Tools

Web Customer Service

Education Services

Product Registration Web Based Self

Support / Knowledge Search / Diagnostics

Register for training

Order Training

Consulting Follow-up Create & Manage Service Cases /

Call Center Telephony Integration, Chat) Online Support

Returns & Warranty

Claims

Proactive Service Notification Consulting Services, Literature & Partner Referral Inventor: GUHEEN ET AL Docket No.: 8567.108US01 Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED) Serial No.: 09/322,073 Sheet 26 of 177

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Common Web Services

Integration Capabilities

Financials Integration

Data Access Adapters

Data Services

ERP Integration

Call Center Integration

Transaction Integration Fulfillment / Payment

Human Resources

Integration

Sales Force Integration

Application Data

Storage

3rd party

Capabilities (Content, Training) 3rd party Integration

Management & Operations

Community & Role Management

Usage - (Charge-back)

Administrative Auditing

Auditing & Billing for

Redundancy / Backup

Capabilities

Monitoring Capabilities Web Performance

Log Analysis

Capabilities

Network Management

Web App. Admin Capabilities (store,

training, service)

Fig. 218

Directory Services

& Storage of Base Profile Validation, Management Data

Management. & Storage of Network Object Data

Rules & Policy

Management

Validation, Management.
& Storage of Base
Community Data

Profiles to Communities Assignment of User

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Passive Profiling Web Site Testing Tools (performance & link spiders) Capabilities Web Developer Services **Miscellaneous Services** Search Capabilities Web Event Logging (scripting and coding) Web Application Development Tools Web Application Revision Control System Debugging Utilities Web Application Locator Capabilities -Channel Partners, Ed. Streaming Video & Audio Capabilities Centers Web Application Configuration Management Capabilities Staging

Fig. 21.F



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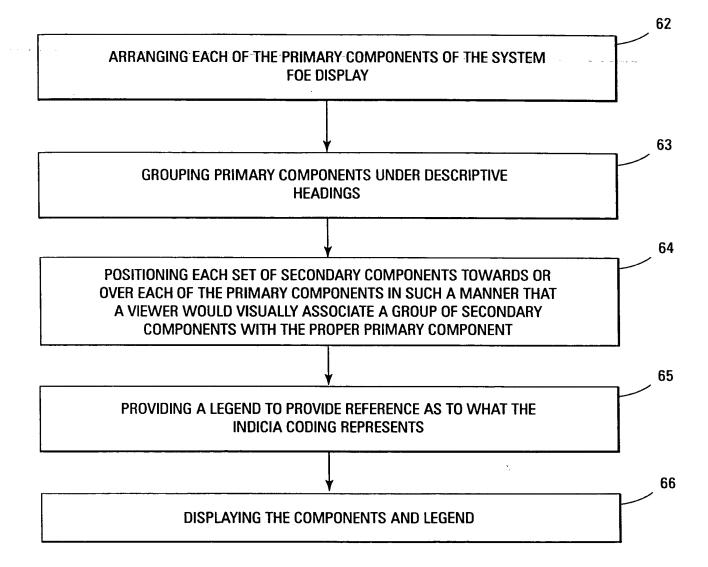


Fig. 22



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Fig. 23A	L 	Fig. 23B
Fig. 23C		Fig. 23D
Fig. 23E		Fig. 23F

Fig. 23

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Web Architecture Framework - Today's Environment

Network Services

Web Content Cachings

Web Content Cachings

Network Object Mgmt

Services

Application Proxy

Capplication P

Web Data Entitlement

Virtual Private Networks

Security Services

Browser Based Authentication

Fig. 23A



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Client Services Common Internet Services ✓ Vendor4✓ Certificates Vendor9 State & Session Management V. Vendor8 Internet Services File Transfer Services o (Vendor1) Vendor7 Rendering Wendor5

Fig. 23B



Web Application Services

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Shareholder Services* Targeted Messages (outbound email) Chat Capabilities (Real-time) Generate Coordinated Dynamic Rendering (template based Manage Email Receipt
8. Delivery (inbound email) Legal Services publishing) Content Channels On-line Recruiting (newsgroups) bscriptions Discussion Forums Push Technology Capabilities & Miscellaneous FAQs-Administrative Sontent; Order Status / Order Lead Generation & Capabilities (physical 8 electronic) Order Placement Fax & Shipping ransaction Processii Quote (Price & Electronic License Calculations Distribution & Management Availability) Referral History Commerce Advertisement & Capabilities Product Configurator **Auction Capabilities** (products & services) Catalog Capabilities Needs Assessment Compare Products / Product Details / Specs-**Buyer Assistant** Shopping Cart Services



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Web Customer Service	Product Registration	Web Based Self Support / Knowledge Search / Diagnostics	Consulting Follow-up	Online Support (Call Center Telephony Integration, Chat)	Returns & Warranty Claims	Proactive Service——Notification———	Colsulting Services. Literature & Partner Referral
Education Services	—Curriculum Generation /— — Marketing Collateral	Register for training / Order Training	Online Training	Training Account Status			
Content Mgmt & Publishing Services	Econtent Development	Content Management Capabilities	Content Content Content.	Content Review &Testing Tools	Localization / Translation Capabilities	Text-only Rendering Capabilities	Staging & Deployment
Customer Relationship Mgmt	User Profile Mgmt (Active Profile)	Dynamically Facilitate Communities of Interest	Match Web content to specific user profiles	Customer Feedback &	Events, Calendaring &		



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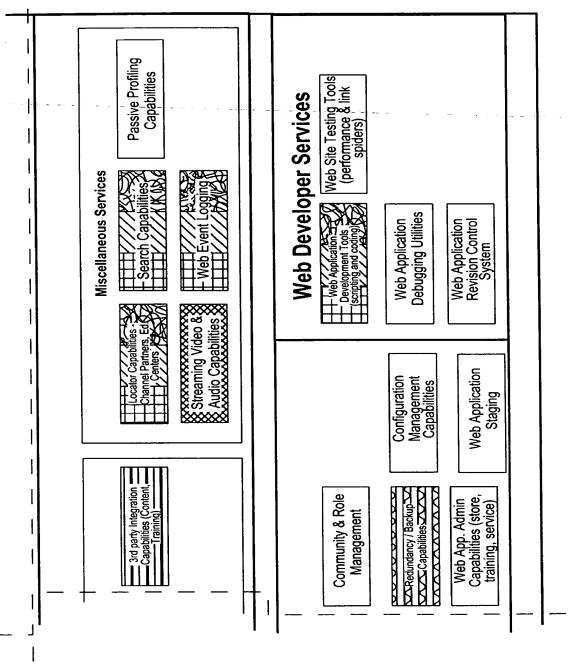
Common Web Services Call Center Integration Fulfillment / Payment / ERP / 3rd party) -Transaction Integration Management & Operations Web Performance Monitoring Capabilities Usage - (Charge-back) Network Management Auditing & Billing for Integration Capabilities Human Resources Integration ERP Integration Administrative Auditing H Log Analysis Rules & Policy Management +Capapilities + Sales Force Integration Financials Integration Validation, Management. & Storage of Base Community Data Management. & Storage of Network Object Data **Directory Services** Profiles to Communities Assignment of User Data Services -Management & Stor Application Data Storage -Data Acce

Fig. 23E

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Fig. 24A	 	Fig. 24B
Fig. 24C	 	Fig. 24D
Fig. 24E	 	Fig. 24F

Fig. 24

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Web Architecture Framework - Core Commerce Capabilities

Remote Access Services (RADIUS) **Network Services** Network Object Mgmt /eb Content Caching/

Security Services

Browser Based // Authentication //

Application Proxy oad Balancing Services

Firewall Service

Quality of Service (bandwidth)

Entitlement Web Data

Application / Entitlement / /Web/

Virtual Private Networks

 \mathcal{F} ig. 24 \mathcal{A}

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	Client Services	Certificates		Common Internet Services	1 1	
Capabilities Commerce	ces	Web Application Server	State & Session			$4\mathfrak{G}$
Legend	Internet Services	File Transfer Services (FTP)	Web Application Interface Protocols	CGI (NSAPI) ISAPI		Fig. 24B
		HTTP - Page Rendering	Secure Browser	Communications - 35L ///Email Transport///	//// Services /////	

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Manage Email Receipt & Delivery (inbound email)

Dynamic Rendering

(template based publishing)

Generate Coordinated Targeted Messages (outbound email)

Chat Capabilities

(Real-time)



Web Application Services

Content Channels	Chat Cap (Real-
Content	Download Capabilities
Commerce	Quote (Price & Availability)
Com	Catalog Capabilities (products & services)

Discussion Forums Push Technology (newsgroups) Capabilities Tax & Shipping Calculations Order Placement

Product Details / Specs

Compare Products

Services

Shopping Cart

Transaction Processing Capabilities (physical & electronic)

Electronic License Distribution &

Needs Assessment /

Buyer Assistant

FAQs

Order Status / Order

History

Product Configurator

ead Generation & Referral Promotion Capabilities Advertisement &

Shareholder Services

Legal Services

Fig. 24C

& Miscellaneous

Administrative

On-line Recruiting



Relationship Mgmt Customer

User Profile Mgmt (Active Profiling)

Communities of Interest **Dynamically Facilitate**

Match Web content to specific user profiles Customer Feedback & Surveys Events, Calendaring & Registration

Education Services Publishing Services **Content Mgmt &**

Curriculum Generation Marketing Collateral Content Development

Tools

Content Management Capabilities

Register for training

Order Training

Content Approval

Online Training

Content Workflow

Training Account Status

Content Review & **Testing Tools**

Translation Capabilities Localization /

Text-only Rendering Capabilities Staging & Deployment Tools

Web Customer Service Product Registration

Support / Knowledge Search / Diagnostics Web Based Self

Service Cases / Consulting Follow-up Create & Manage

(Call Center Telephony Integration, Chat) Online Support

Returns & Warranty Claims

Proactive Service Notification Consulting Services, Literature & Partner Referral

Fig. 24D

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			,
Data Services		Integratio	Integration Capabilities
Data Access Adapters Fina	Financials Integration	ERP Integration	Call Center Integration
Application Data///Storage////Storage////	Sales Force Integration	Human Resources///Integration///	Transaction Integration (Fulfillment / Payment / 3rd party)
Directory Services	seo	Managemen	Management & Operations
Validation, Management & Storage of Base Profile of Net	Management. & Storage of Network Object Data	Administrative Auditing	Auditing & Billing for Usage - (Charge-back)
Assignment of User Profiles to Communities		Log Analysis Capabilities	Web Performance Monitoring Capabilities
Validation, Management. & Storage of Base Community Data		Rules & Policy Management	Network Management

Fig. 248

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Passive Profiling Capabilities Web Site Testing Tools (performance & link spiders) Web Developer Services Miscellaneous Services Search Capabilities Web Event Logging Development Tools (scripting and coding) Debugging Utilities Web Application Revision Control System Web Application Web Application Locator Capabilities -Channel Partners, Ed. Streaming Video & **Audio Capabilities** Centers Web Application Management Capabilities Configuration Staging Redundancy / Backup Community & Role Capabilities (store, Web App. Admin training, service) Management ties (Content, Capabilities

Fig. 24F



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Fig. 25B Fig. 25A Fig. 25D *Fig.* 25C Fig. 25F $\mathcal{F}ig.\,25\mathcal{E}$

Fig. 25

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Web Architecture Framework - Immediate Activities

Firewall Service Remote Access Services (RADIUS) **Network Services** Network Object Mgmt Quality of Service (bandwidth) Web Content Caching Application Proxy Load Balancing Services Security Services Entitlement Browser Based F Virtual Private Networks

Web / Application / Entitlement

Fig. 25A

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Content (publishing basics - prep for communities) Client Services Common Internet Certificates Services Tools & Assets (enhance profiling) Identity (targeting messages) Web Application Server Management Tools & Assets (Search & Ops) Identity (security, leads) Revenue (enhance) Internet Services File Transfer Services Interface Protocols 5GI / NSAPI / JSAPI Web Application (FTP) Tools & Assets (web lab) Revenue (basics) Delivery Identity (basics) Communications - SSL Email Transport Services Secure Browser HTTP - Page Rendering EGEND

Fig. 25 B



A THE WARK OF

Web Application Services

Content Channels

Sheet 46 of 177

Download Capabilities

Quote (Price & Availability)

Commerce

Push Technology

Capabilities

Order Placement

Product Details / Specs

(products & services)

Catalog Capabilities

Discussion Forums (uewsgroups)

Tax & Shipping Calculations

Shopping Cart

Content Subscript

Transaction Processing Capabilities (physical & electronic)

Compare Products /

Services

Electronic License

Needs Assessment /

Buyer Assistant

Order Status / Order

Product Configurator

History

Promotion Capabilities Advertisement &

Lead Generation &

Referral

Capabilities

Chat Capabilities

(Real-time)

Generate Coordinated, Targeted Messages (outbound email)

Manage Email Receipt & Delivery (inbound

Dynamic Rendering (template based publishing)

Shareholder Services & Miscellaneous

Administrative

Legal Services

On-line Recruiting

Fig. 25C

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Web Customer Service Product Registration

Web Based Self Support / Knowledge Search / Diagnostics

Create & Manage Service Cases / Consulting Follow-up Online Support (Call Center Telephony Integration, Chat)

Returns & Warranty

Claims

Proactive Service Notification Consulting Services, Literature & Partner Referral

Notification Consulting Se

Education Services

Publishing Services

Relationship Mgmt

Customer

User Profile Mgmt (Active Profiling)

Content Mgmt &

Content Development?

16/1/2 Tools 1/1/1/2

Curriculum Generation Marketing Collateral Register for training Order Training

Content Management

Capabilities

Communities of Interest

Dynamically Facilitate

Online Training

Content Approval

Match Web content to

specific user profiles

raining Account Status

Content Workflow

Customer Feedback &

Surveys

Content Review & Testing Tools

Events, Calendaring &

Registration

Localization / Translation Capabilities Text-only Rendering Capabilities Staging & Deployment Tools

Fig. 25D

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Common Web Services

Integration Capabilities

ERP Integration

Financials Integration

Data Access Adapters

Application Data

Storage

Data Services

Human Resources Integration

Sales Force Integration

Call Center Integration

Transaction Integration (Fulfillment / Payment / 3rd party) Management & Operations

Administrative Auditing

Management. & Storage

Validation, Management & Storage of Base Profile

Data

Directory Services

of Network Object Data

Usage - (Charge-back)

Auditing & Billing for

Log Analysis Capabilities

Rules & Policy Management

Validation, Management. & Storage of Base Community Data

Netwo

Network Management

Monitoring Capabilities

Web Performance

Fig. 258

MAR 0 3 2003 TA MADEMARK OFFICE Inventor: GUHEEN ET AL.
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Passive Profiling

Miscellaneous Services

Search Capabilities

Channel Partners, Ed. Locator Capabilities

Centers

3rd party Integration Capabilities (Content, Training)

Capabilities

Web Event Logging

Streaming Video & **Audio Capabilities**

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> Web Developer Services Web Site Testing Tools (performance & link spiders) **Development Tools** Web Application

Debugging Utilities, · Web Application /

Web Application

Redundancy / Backup

Capabilities

Capabilities (store, Web App. Admin

training, service)

Staging

Management Capabilities Configuration

Community & Role

Management

Revision Control

Fig. $25 extcolor{ft}$

(scripting and coding) Web Application



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Fig. 26C		Fig. 26D
Pos		###
Fig. 26A		Fig. 26B

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Core Commerce Capabilities - Infrastructure Services Fig. 26A

	er functionality oughout sessions	ions based upon user ave permission to ation or entitlement data	a based upon user privileges ave permission to manipulate or entitlement data
Existing Capabilities	Verifies user identity using built-in browser functionality Maintains authentication information throughout sessions Utilizes centralized directory of profiles Provides LDAP compatibility Provides NDS Compatibility	Restricts access to specific web applications based upon user privileges Determines if a user or group of users have permission to perform an operation in a specific application Utilizes centralized directory of profiles for entitlement data Provides LDAP compatibility	Restricts access to web content and data based upon user privileges Determines if a user or group of users have permission to manipulate web data (create, read, update, delete) Utilizes centralized directory of profiles for entitlement data Provides LDAP compatibility Provides NDS compatibility
ì	00000	0 0 000	00 000
Core Capabilities	Browser Based /// Authentication	Web Application/// Entitlement	Web Data Entitlement



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φ.	urn results clients	ω		
Stores frequently requested web pages and graphics in a temporary location Serves up previously cached content without accessing original source Updates cache automatically to ensure integrity of content	Passes requests from external clients to internal web servers and return results Serves as trusted agent to access internal machines on the behalf of clients Hides IP Addresses of machines inside a firewall from external clients Provides configuration control over external access permissions	Spreads tasks among application servers using and intelligent load-balance scheme (CPU utilization) Provides a centralized task distribution mechanism for routing services Identifies servers that are off-line and re-route traffic	Protects resources on a private network from users of other networks Filters network traffic based on security rules Provides alarm notification of attacks Provides logging and reporting functions Provides port and traffic control	Serves requested web pages and graphics from web servers to client web browsers Supports page rendering for multiple languages Supports multiple content sources (file system, databases, scripts)
Web Content Caching	Application Reverse / Proxy Services	Load Balancing	Firewall Service	HTTP - Page Rendering Fig. 268

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Available Today Legend: **Existing Capabilities** Core Capabilities Provides encrypted communication with common web browsers Supports the Secure Sockets Layer protocol 2.0 Secure Browser Communications -

Supports the Secure Sockets Layer protocol 3.0

Transfers files between computers on the Internet using the standard File Transfer Protocol (FTP)

Stores files on a file system or database

Provides mechanism to manage access control for files on a FTP

server

Supports Common Gateway Interface (CGI) protocol

Supports Netscape API (NSAPI) protocol

Supports Microsoft s API (ISAPI) protocol

Provides alternative to the interface mechanism that may be used

Executes web application logic

Utilizes user session information to support interactive applications

Provides scalability features

Provides fail-over features

Provides application programming logic



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Provides adapter or mechanism to communicate with external systems	that provide additional content such as catalog information	Provides reporting and logging functions to detect communication errors
ation ,	tent.	

raining

information to a fulfillment house, payment processing center,

(Fulfillment/Payment/ /ERP/3rd Party)/

enterprise resource planning system or other third party

Provides reporting and logging functions to detect

communication errors

Provides adapter or mechanism to transfer transactional

events in a given sequence of interactions with the user or application Provides mechanism to note and remember one or more preceding Manages multiple independent sessions simultaneously active Provides adapter or mechanism to communicate and transfer Provides adapter or mechanism to communicate and transfer data at the functional level with Oracle Financials via API s Supports Server Information with URL Session Identifiers Supports Siebel s API sets for external integration Supports Oracle s API sets for external integration Supports Server Information with Client Cookies Supports Data Access Adapter capabilities data at the functional level with Siebel via API s Supports Data Access Adapter capabilities **Tracks state and session information** Supports Client URL Encoding Supports Client Cookies



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Fig. 27A	Fig. 27B	
Fig. 27C	Fig. 27D	
Fig. 27E	Fig. 27F	

Fig. 27

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Customer Facing Web Architecture Framework Business1-Business2-Business3 Alliance

Service (RADIUS) Firewall Network Object Mgmt Quality of Service **Network Services** T(bandwidth) lication Proxy Web Content Security Services /irtual Private Networks_ Authentication

Fig. 27A



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Client Services Web Services = Business1

Fig. 27B



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Web Application Services

							_ ·
Content Channels	Chat Capabilities: (Real-time); (Generate Coordinated /	(outbound email) Manage Email Receipt & Delivery (inbound f	Dynamic Rendering (template based publishing)		Shareholder Services	Legal Services	
Content	Download Capabilities:	Capabilities Cipiscussion Forums Cipiscussion Forums	Content Subscriptions	FAQs	Administrative & Miscellaneous	On-line Recruiting	
Commerce	Quote (Price & Availability) Availability)	Tax & Shipping (Calculations	Transaction Processing Capabilities (physical & ———————————————————————————————————	Electronic License Distribution & Management	Order Status / Order,	Lead Generation & Referral	
Con	Catalog Capabilities (products & services)//	Shopping Cart	Compare Products / Services	Needs Assessment / Buyer Assistant /	Product Configurator	Advertisement &	Auction Capabilities

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Web Customer Service

Product Registration

Curriculum Generation Marketing Collateral

Support / Knowledge Search / Diagnostics Web Based Sell

Register for training

Content Management

Capabilities ...

Order Training

Create & Manage Service Cases / Consulting Follow-up

Online Training

Content Approval

(Call Center Telephony Integration, Chat) Online Support

raining Account Status

Returns & Warranty Claims

Proactive Service Notification Consulting Services, Literature & Partner

Referral

ranslation Capabilities Localization /

Text-only Rendering Capabilities Staging & Deployment

Fig. 27D

Content Mgmt &

Publishing Services

Relationship Mgmt

Customer

Education Services

Content Deve

User Profile Mgmt... (Active Profiling)

Communities of Interest Dynamically Facilitate

Match Web content to. specific user profiles

Events, Calendaring 8____

Testing Tools

Content Review &

Surveys

Customer Feedback &

Content Workflow

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Common Web Services

Fig. 278

Integration Capabilities Integration Financials Integration

Data Access Adapters

Application Data Storage

Data Services

Call Center Integration

Sales Force Integration

Human Resources Integration

Transaction Integration

(Fulfillment / Payment / Transaction / Transaction / Payment / Transaction / Payment / Transaction / Transaction / Payment / Transaction / Transaction / Transaction / Payment / Transaction / Transactio

Management & Operations Auditing & Billing for Administrative Auditing

Usage - (Charge-back)

Directory Services

Monitoring Capabilities Web Performance / Capabilities -∴Log Analysis∓

Network Management

, Rules & Policy

, Management

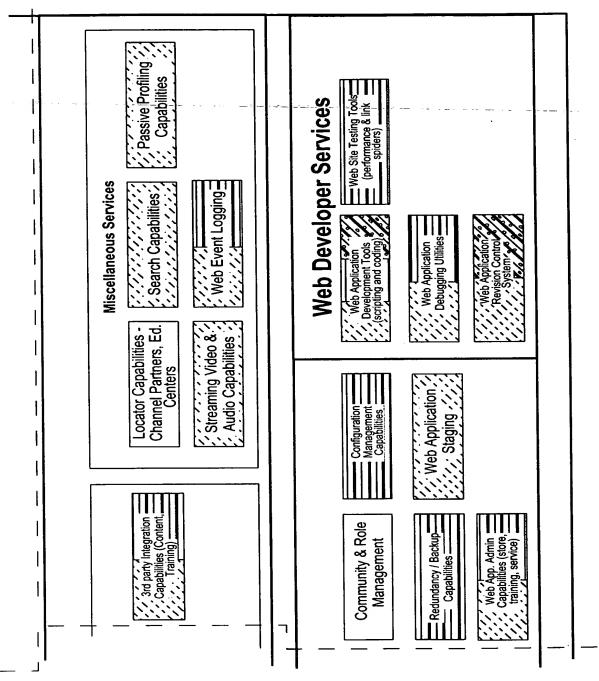
Validation, Management. & Storage of Base Community Data

Profiles to Communities Assignment of User

MADEMARK

Fig. 27&

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- 0				
	Fig. 28A — — — —	 	Fig. 28B	
	Fig. 28C	! 	Fig. 28D	
	Fig. 28E		Fig. 28F	

Fig. 28

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	Remote Access Services Services RADII IS	Firewall Service		 -
Business1 Customer Facing Web Architecture Framework	Network Services Web Content Caching Web Content Caching	Application Proxy Cuality of Service Service Service (bandwidth)	Load Balancing	
Business1 Customer Facing V	Security Services Browser Based	Web Web Data Entitlement	Virtual Private Networks——	

Fig. 28A



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	Client Services Certificates Services	
Legend <u>Business1</u>	Web Services HTTP - Page File Transfer Services Rendering Web Application Communications - SSL State & Session CGI / NSAPI / ISAPI Management	

Fig. 28B

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Web Application Services

Generate Coordinated Dynamic Rendering (template based publishing) Targeted Messages (outbound email) Manage Email Receipt S Delivery (inbound Chat Capabilities (Real-time) __email) **Content Channels** :Download Capabilities⊒ Content Subscriptions Push Technology Discussion Forums (newsgroups) Capabilities FAQs Electronic License Distribution & Management Transaction Processing— Capabilities (physical & electronic) Order Status / Order Order Placement Tax & Shipping Quote (Price & Calculations Availability) Commerce Product Details / Specs (products & services) Catalog Capabilities Product Configurator Needs Assessment Compare Products / Services **Buyer Assistant** Shopping Cart

Shareholder Services

& Miscellaneous

Lead Generation &

Referral

Promotion Capabilities

Advertisement &

Auction Capabilities

Administrative

History

On-line Recruiting

Legal Services

Jig. 28C

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-	
Content Mgmt &	uhlishing Services

Relationship Mgmt

Customer

Content Developmen Tools

User Profile Mgmt (Active Profiling)

Curriculum Generation

Marketing Collateral

Content Management Capabilities

Communities of Interest

Dynamically Facilitate

Content Approval

Match Web content to specific user profiles

Content Workflow

Customer Feedback & Surveys Events, Calendaring &⊒ Registration

Content Review &

Testing Tools

Translation Capabilities ocalization /

Text-only Rendering Capabilities Staging & Deployment Tools

Web Customer Service

Education Services

Product Registration

Web Based Self Support / Knowledge Search / Diagnostics

Register for training / Order Training

Create & Manage Service Cases/ Consulting Follow-up

Online Training

Online Support (Call Center Telephony Integration, Chat)

Training Account Status

Returns & Warranty Claims Proactive Service Notification Consulting Services, Literature & Partner Referral

Fig. 28D

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Call Center Integration Transaction Integration (Fulfilment / Payment / ERP / 3rd party.) Common Web Services ■ Network Management : Auditing & Billing for Usage - (Charge-back) Management & Operations Monitoring Capabilities Web Performance Integration Capabilities ERP Integration Human Resources Integration Administrative Auditing Log Analysis ■ Capabilities Rules & Policy Management Fig. 28E Sales Force Integration Financials Integration Management. & Storage of Network Object Data Directory Services Validation, Management. & Storage of Base Community Data Profiles to Communities - Management & Storage - of Base Profile Data Assignment of User Data Access Adapters Data Services Application Data Storage

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Passive Profiling Capabilities Web Site Testing Tools
(performance & link Web Developer Services spiders) Miscellaneous Services Web Event Logging == Search Capabilities Web Application Revision Control System Web Application
Development Tools
(scripting and coding) Debugging Utilities Web Application Locator Capabilities -Channel Partners, Ed. Streaming Video & Audio Capabilities Centers Web Application Staging Management Capabilities -3rd party Integration — Capabilities (Content, — Training) :Redundancy / Backup: Web App. Admin Capabilities (store, training, service) Community & Role -Capabilities Management

Fig. 28F

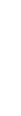


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ريد والد المنحاب			
	Fig. 29A	L _	Fig. 29B
	Fig. 29C	—	Fig. 29D
	Fig. 29E	 	Fig. 29F

Fig. 29

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Customer Facing Web Architecture Framework Network Object Mgmt Z Network Services **Business1** Security Services Virtual Private Net

Fig. 29A



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> System Mgmt of Tools **Client Services** Common Internet // Services / Development Tools Tools Management Web Services Communications - SSL Email Transport Secure Browser Services edend-SunScreen/ Client1.net

 \mathcal{H} ig. 29 \mathcal{B}

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Web Application Services

Fig. 29C

Legal Services

On-line Recruiting

Auction Capabilities

Generate Coordinated Shareholder Services Targeted Messages (outbound email) Dynamic Rendering (template based publishing) # Chat Capabilities: ∰∰ (Real-time)∰ Manage Email Receipl & Delivery (inbound email) **Content Channels** Biscussion Forums Download Capabilities Content Subscriptions Push Technology & Miscellaneous Capabilities Administrative FAOS Electronic License Distribution & Management Order Status / Order Lead Generation & Tax & Shipping Calculations Transaction Processing Capabilities (physical 6 Order Placement Quote (Price & Availability) History Referral Commerce Product Details / Specs Promotion Capabilities (products & services) Product Configurator Catalog Capabilities Needs Assessment Compare Products Advertisement & **Buyer Assistant** Shopping Cart Services

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Web Customer Service

Education Services

Publishing Services

Relationship Mgmt

Customer

User Profile Mgmt (Active Profiling)

Content Mgmt &

Content Development

Tools

Product Registration

Curriculum Generation

Marketing Collateral

Web Based Self Support / Knowledge Search / Diagnostics

Register for training / Order Training

Content Management

Capabilities

Communities of Interest

Dynamically Facilitate

Create & Manage Service Cases / Consulting Follow-up

Online Training

Content Approval

Match Web content to

specific user profiles

Online Support (Call Center Telephony Integration, Chat)

Returns & Warranty Claims Proactive Service Notification Consulting Services, Literature & Partner Referral

ı

Capabilities

Training Account Status

Content Workflow

Customer Feedback &

Surveys

Content Review & **Testing Tools**

Events, Calendaring &

... Registration ...

Translation Capabilities Localization /

Text-only Rendering

Staging & Deployment Tools

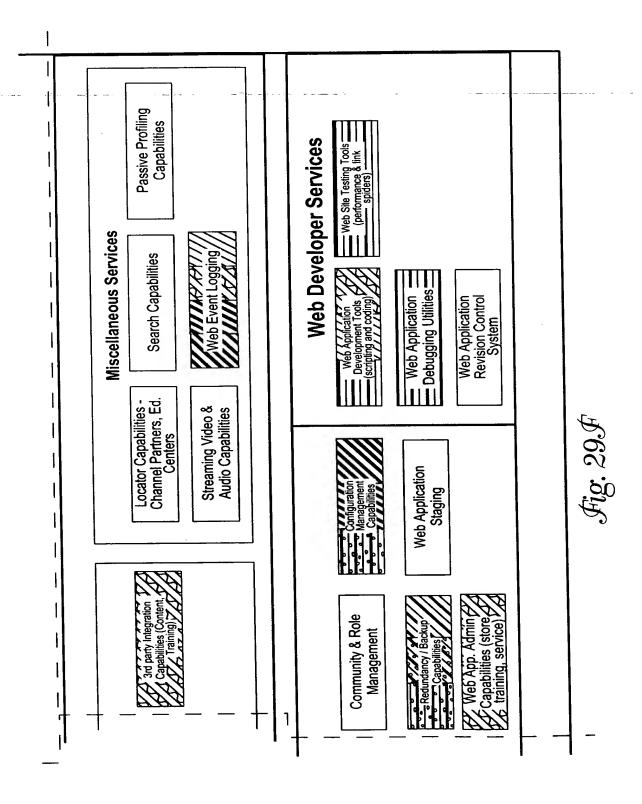
Fig. 29D

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Financials Integration EARP Integration Call Center Integration	WHINKHIN WANTED	Application Data Sales Force Integration Storage Storage	Directory Services Management & Operations	Auditing & Billing for Storage of Storage of Storage of Base Profile Data Network Object Data Storage of Base Profile Data Usage - (Charge-back)	Assignment of User Profiles to Communities	Validation, Management. & Storage of Base Community Data		Hig. 29E	ry Services t. 8. Manageme Network lies a be	tion	Manageme Auditing Policy ement	Auditing & Billing for Usage - (Charge-back) Monitoring Capabilities Web Performance Web Per
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Fig. 30A		Fig. 30B
Fig. 30C	 	Fig. 30D
Fig. 30E	 	Fig. 30F

Fig. 30

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		Remote Access Services (RADIUS)	Firewall Service		
ire Framework	Network Services	Network Object Mgmt	Quality of Service (bandwidth)		
Isiness2 Communications		Web Content Caching	Application Proxy Services	Load Balancing	1 1 1
Business2 (Security Services	Browser Based	Web Application Entitlement	Virtual Private Networks	

 ${\it Fig.}\,30{\it A}$



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Web Application Services HTTP - Page HTTP - Page File Transfer Services Web Application Server Web Application Server Web Application Server Secure Browser Interface Protocols Communications - SSL Email Transport Services	Legend	
File Transfer Services: Web Application Server. Web Application State & Session Interface Protocols SL CGI / NSAPI / ISAPI	Web Services	Client Services
	File Transfer Services: (FTP) Web Application Interface Protocols SL CGI / NSAPI / ISAPI	Certificates Common Internet Services
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Web Application Services

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		_ ·	<u> </u>	, <u> </u>		_			
Content Channels	Chat Capabilities (Real-time)	Generate Coordinated /	Manage Email Receipt & Delivery (inbound email)	Dynamic Rendering (template based publishing)			Shareholder Services	Saniras	
Content	Download Capabilities:	Push Technology Capabilities	Discussion Fodums	Content Subscriptions	FAQs		Administrative & Miscellaneous	oritimod cell at	
Commerce	Quote (Price & Ayailability)	Order Placement	Tax & Shipping Calculations	Transaction Processing Capabilities (physical & electronic)	Electronic License Distribution & Management	0.7.00.7.00.7.00.7.00.7.1	Urder Status / Order	Lead Generation & Referral	
Com	Catalog Capabilities (Product Details / Specs	Shopping Cart	Compare Products / Services	Needs Assessment // Buyer Assistant		Product Configurator	Advertisement & Promotion Capabilities	Auction Capabilities

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Web Customer Service

Product Registration

Support / Knowledge Search / Diagnostics Web Based Self

Create & Manage Service Cases / | Consulting Follow-up

Online Support | (Call Center Telephony Integration, Chat)

Returns & Warranty Claims

Proactive Service Notification Consulting Services, Literature & Partner Referral

Education Services

Curriculum Generation / Marketing Collateral

Register for training Order Training

Online Training

Training Account Status

Content Workflow

Content Review & / Jesting Tools,

Translation Capabilities Localization /

Text-only Rendering Capabilities Staging & Deployment · Sloot ·

Publishing Services Content Mgmt &

Relationship Mgmt

Customer

User Profile Mgmt (Active Profiling)

Content Development Tools

 Content Management Capabilities ...

Communities of Interest

Dynamically Facilitate

Content Approval

Match Web content to

specific user profiles

Customer Feedback & Surveys Events, Calendaring & Registration /

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	300	306 xij)	
Network Management	Rules & Policy		Validation, Management. & Storage of Base Community Data
Web Performance Monitoring Capabilities	Log Analysis: Capabilities		Assignment of User Profiles to Communities
Auditing & Billing for Usage - (Charge-back)	Administrative Auditing	Management. & Storage of Network Object Data	Validation, Management & Storage of Base Profile Ugita
Management & Operations	Managemen	ry Services	Directory S
Transaction Integration (Fuffilment / Payment / ERP / 3rd party)	Human Resources Integration	Sales Force Integration	Application Data Storage
Call Center Integration	ERP Integration	Financials Integration	Data Access Adapters
Integration Capabilities	Integratic		Data Services
Common Web Services	Comm		

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			_
	Miscellaneous Services Search Capabilities Web Event Logging	Web Developer Services plication ind coding), ig Utilities icontrol item icontrol i	
	Locator Capabilities - Channel Partners, Ed. Centers Centers Streaming Video &	Configuration Management Capabilities Capabilities Web Application Capabilities Staging Capabilities Capabili	Fig. 30F
1	3rd party Integration Capabilities (Content Training)	Community & Role Management Management Redundancy / Backur Capabilities Capabilities (store, capabilities (store, training, service)	



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Fig. $31\mathcal{A}$	 	Fig. 31B
Fig. 31C		Fig. 31D
Fig. 31E		Fig. 31F

Fig. 31

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Remote Access Services (RADIUS) Firewall Service **Customer Facing Web Architecture Framework** Quality of Service (bandwidth) Network Object Mgm1 **Network Services Business2 Communications** Security Services

Fig. 31A

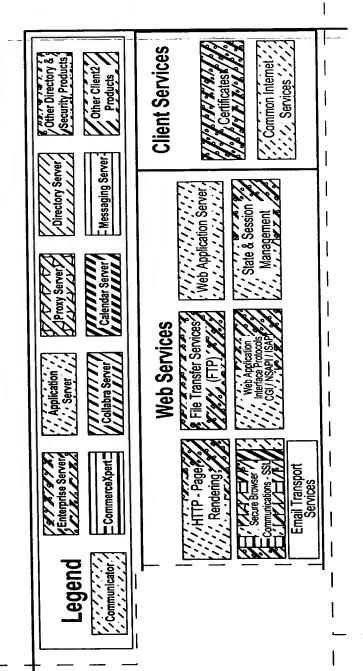


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 ${\it Hig.}\,31{\it \it eta}$



Web Application Services

			- -					Hig. 31C
Shannels	Chat Capabilities (Real-time)	Generate Coordinated / Engeled Messages (outbound email)	Manage Email Receipt & Delivery (inbound email)	Dynamic Rendering (template based publishing)		Shareholder Services	Legal Services	
Content Channels	()	Push Technology Capabilities	Discussion Forums (Content Subscriptions	FAOs	Administrative & Miscellaneous	On-line Recruiting	
nmerce	Quote (Price & Amalability)	Crder Placement	Tax & Shipping Calculations	Transaction Processing Capabilities (physical & Capabilities (physical)	Electronic License Distribution & Management	Order Status / Order History	Lead Geriefation & Referral	
Сош	☐ Catalog Capabilities ☐ (products & services)☐	Product Details / Specs	Shopping Cart	Compare Products / Services	Needs Assessment / Buyer Assistant	= Product Configurator	Advertisement & Promotion Capabilities	Auction Capabilities

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Web Customer Service

Education Services

Product Registration

Support / Knowledge Search / Diagnostics Web Based Self

Register for training / Order Training

Create & Manage Service Cases / Consulting Follow-up

Online Training

Online Support (Call Center Telephony Integration, Chat)

Returns & Warranty Claims Proactive Service Notification Consulting Services, Literature & Partner Referral

Training Account Status

Content Review & Testing Tools

Translation Capabilities Localization /

Text-only Rendering Capabilities

Fig. 31D

Publishing Services Content Mgmt &

Relationship Mgm1

Customer

Content Development Tools

User Profile Mgmt

(Active Profiling)

Curriculum Generation

Marketing Collateral

Content Management

Capabilities 6

Communities of Interest

Dynamically Facilitate

Content Approval

Match Web content to

specific user profiles

Customer Feedback &

Content Workflow

Surveys

Events, Calendaring &

Registration



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Common Web Services

Integration Capabilities

Data Services

Data Access Adap

Call Center Integration

ERP Integration ==

Integration!

Transaction Integration (Fuffillment / Payment / ERP / 3rd party)

Human Resources Integration

Sales Force Integration

Application Data

Storage

Management & Operations Network Management Jsage - (Charge-back) Auditing & Billing for Web Performance Administrative Auditing Management : Rules & Policy Log Analysis, Capabilities / Management. & Storage **Directory Services** Validation.
Wanagement & Storage
of Base Profile Data Validation, Management. & Storage of Base Community Data Profiles to Communities Assignment of User



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Passive Profiling

Miscellaneous Services

Locator Capabilities -Channel Partners, Ed.

Centers

3rd party Integration == Capabilities (Content, == Training) Capabilities (Content, Training) Streaming Video &

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> Web Site Testing Tools (performance & link spiders) Web Developer Services Web Application
> Development Tools
> (scripting and coding) Web Application Debugging Utilities Audio Capabilities /// Web Application Configuration Management Capabilities Redundancy / Backup Community & Role Web App. Admin Capabilities (store...training, service) Management Capabilities

Fig. 31F



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Fig.32A		Fig. 32B	
Fig. 32C	 	Яід. 32Ф	
Fig. 32E	 	Fig. 32F	

Fig. 32

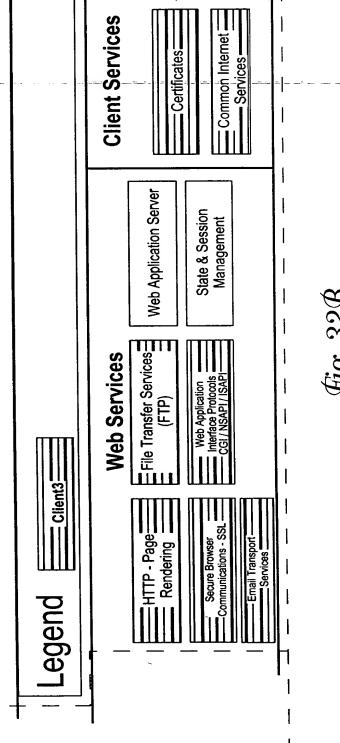
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Client3				
Customer	Customer Facing Web Architecture Framework	ire Framework		ļ
Security Services		Network Services		
Browser Based ————————————————————————————————————	■ Web Content Caching	Network Object Mgmt	Remote Access Services (RADIUS)	
Web Web Web Data Web	Application Proxy Services	Quality of Service (bandwidth)	Firewall Service	
ivate Networks	Load Balancing			
		-		
	Fig. 32A			



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 \mathscr{F} ig. $32\mathscr{B}$

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Web Application Services

Fig. 32C

Auction Capabilities

Dynamic Rendering (template based publishing) Generate Coordinated Shareholder Services Targeted Messages (outbound email) Chat Capabilities Manage Email Receipt
S Delivery (inbound email) Legal Services (Real-time) **Content Channels** Content Subscriptions **Download Capabilities** On-line Recruiting Discussion Forums Push Technology (newsgroups) & Miscellaneous Capabilities Administrative FAGs Transaction Processing Capabilities (physical & electronic) Order Status / Order History Electronic License Distribution & Management Lead Generation & Quote (Price & Availability) Tax & Shipping Calculations Order Placement Referral Commerce Product Details / Specs Promotion Capabilities Product Configurator Catalog Capabilities (products & services) Compare Products / Services Needs Assessment Advertisement & **Buyer Assistant** Shopping Cart

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Web Customer Service

Product Registration

Web Based Self Support / Knowledge Search / Diagnostics

Create & Manage Service Cases / Consulting Follow-up

Online Support (Call Center Telephony Integration, Chat)

Returns & Warranty Claims

Proactive Service Notification Consulting Services, Literature & Partner Referral

Staging & Deployment Tools

Education Services

Publishing Services

Relationship Mgmt

Customer

User Profile Mgmt (Active Profiling)

Content Mgmt &

Content Development

Tools ...

Curriculum Generation / Marketing Collateral

Register for training A Order Training

Content Management

Capabilities

Communities of Interest

Dynamically Facilitate

Match Web content to

specific user profiles

Online Training

Training Account Status

Content Approval

Content Workflow

Customer Feedback &

Surveys

Content Review & Testing Tools

Events, Calendaring & Registration

Translation, Capabilities Localization /

Text-only Rendering Capabilities

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	Common Web Services	Ita Services	Access Adapters ERP Integration ERP Integration	Plication Data Storage Storage Transaction Integration Sales Force Integration Integration Storage	Directory Services Management & Operations	Validation, Validation, of Base Profile Data of Network Object Data	Saignment of User Log Analysis Web Performance Capabilities Monitoring Capabilities	Validation, Management. & Storage of Base Community Data	Fig. 32E
 		Data Services	☐ Data Access Adapters	Application Data Storage		Validation, Management & Storage of Base Profile Data	Assignment of User Profiles to Communities	Validation, Managem & Storage of Base Community Data	

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s Services pabilities Passive Profiling Capabilities	Web Developer Services plication web Site Testing Tools (performance & link spiders) plication g Utilities ten ten	
3rd party Integration Capabilities (Content, Training) Streaming Video & Audio Capabilities Web Event Logging	Community & Role Management Capabilities Redundancy / Backup Capabilities Web Application Debugging Utilities Staging Web Application Debugging Utilities Staging Web Application Capabilities (store, training, service)	1 Fig. 32F



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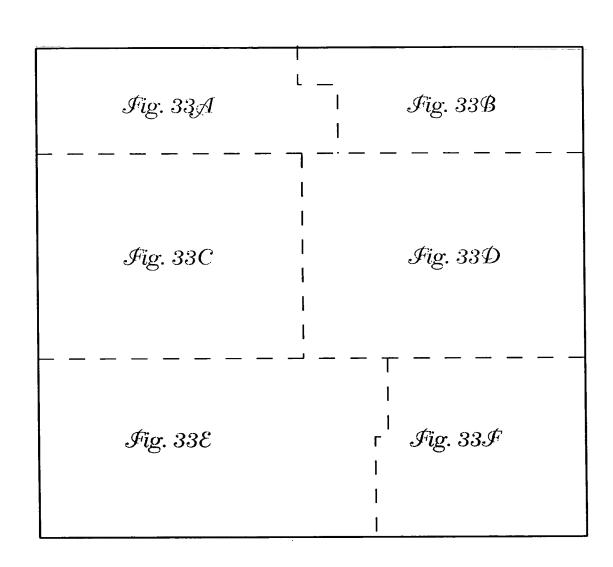


Fig. 33

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Remote Access Services (RADIUS) Firewall Service **Customer Facing Web Architecture Framework** Quality of Service (bandwidth) Network Object Mgmt **Network Services** Web Content Caching Application Proxy Fig. 33A Load Balancing Services **Business3** Security Services Virtual Private Networks Browser Based
Authentication

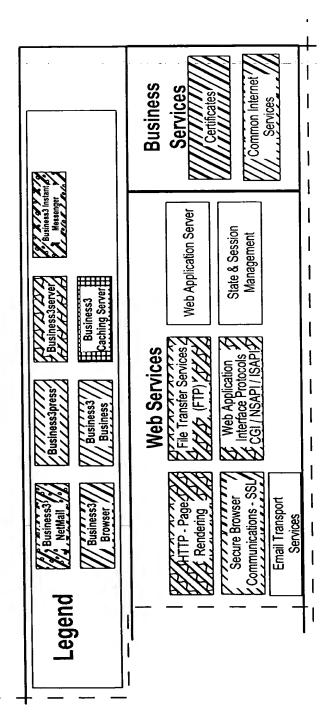


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Fig. 33B



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Web Application Services

Fig. 33C

Auction Capabilities

Chat Capabilities Dynamic Rendering (template based publishing) Generate Coordinated Shareholder Services Real-time) Targeted Messages (outbound email) Legal Services Manage Email Receip **Content Channels** Content Subscriptions **Download Capabilities** On-line Recruiting **Discussion Forums** Push Technology & Miscellaneous (newsgroups) Capabilities **Administrative FAQs** Transaction Processing Capabilities (physical & electronic) Electronic License Distribution & Management Order Status / Order Lead Generation & Order Placement Quote (Price & Tax & Shipping Calculations Availability) Referral History Commerce Product Details / Specs Promotion Capabilities Catalog Capabilities products & services) Product Configurator Compare Products Needs Assessment Advertisement & **Buyer Assistant** Shopping Cart Services

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> **Publishing Services** Content Mgmt &

Relationship Mgmt

Customer

Content Development Tools

User Profile Mgmt (Active Profiling)

Curriculum Generation Marketing Collateral

Communities of Interest

Dynamically Facilitate

Register for training

Order Training

Content Approval

Match Web content to

specific user profiles

Online Training

Content Workflow

Customer Feedback &

Surveys

Content Review & **Testing Tools**

Localization / Events, Calendaring &

Translation Capabilities

Text-only Rendering

Capabilities

Registration

Web Customer Service **Education Services**

Product Registration

Web Based Self Support / Knowledge Search / Diagnostics

Create & Manage Service Cases / Consulting Follow-up

Online Support (Call Center Telephony Integration, Chat)

Training Account Status

Returns & Warranty Claims Proactive Service Notification

Consulting Services, Literature & Partner Referral

Fig. 33D

Staging & Deployment Tools

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Sheet 102 of 177 MAR 0 3 2003 55 3rd party Integration Capabilities (Content, Training) Redundancy / Backup Web App. Admin Capabilities (store, training, service) Community & Role Management & Operations Management Capabilities Common Web Services Transaction Integration (Fulfillment / Payment / ERP / 3rd party) Call Center Integration Auditing & Billing for Usage - (Charge-back) Monitoring Capabilities Network Management Web Performance Integration Capabilities Human Resources **ERP Integration** Administrative Auditing Integration Rules & Policy Log Analysis Management Capabilities Sales Force Integration Financials Integration Management. & Storage of Network Object Data **Directory Services** Validation, Management. & Storage of Base Community Data Profiles to Communities Assignment of User Data Access Adapters Data Services Application Data Storage

 \mathcal{F} ig. 33 \mathcal{E}

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Passive Profiling Capabilities Web Site Testing Tools (performance & link spiders) Web Developer Services Miscellaneous Services Web Event Logging Fig. 33F Search Capabilities Debugging Utilities Web Application Locator Capabilities -Channel Partners, Ed. Centers Streaming Video & Audio Capabilities Web Application Staging Configuration Management Capabilities



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	Fig.	34A	1	Fig.	34B	

Fig. 34



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Business1

Customer Facing Capabilities - Infrastructure Services

Security Services Verifies user identity using built-in browser functionality Maintains authentication information throughout sessions Utilizes centralized directory of profiles Provides LDAP compatibility Provides NDS compatibility Restricts access to specific web applications based upon user privileges Determines if a user or group of users have permission to perform an operation in a specific application Utilizes centralized directory of profiles for entitlement data Provides LDAP compatibility Provides NDS compatibility Provides NDS compatibility	
Verifies user identity using built-in browser functionality Maintains authentication information throughout sessions Utilizes centralized directory of profiles Provides LDAP compatibility Provides NDS compatibility Restricts access to specific web applications based upon user privileges Determines if a user or group of users have permission to perform an operation in a specific application Utilizes centralized directory of profiles for entitlement data Provides LDAP compatibility	1
Maintains authentication information throughout sessions Utilizes centralized directory of profiles Provides LDAP compatibility Provides NDS compatibility Restricts access to specific web applications based upon user privileges Entitlement Determines if a user or group of users have permission to perform an operation in a specific application Utilizes centralized directory of profiles for entitlement data Provides LDAP compatibility	1
web Application Entitlement Determines if a user or group of users have permission to perform an operation in a specific application Utilizes centralized directory of profiles for entitlement data Provides LDAP compatibility	
perform an operation in a specific application Utilizes centralized directory of profiles for entitlement data Provides LDAP compatibility	1
☐ ☑ ☑ Utilizes centralized directory of profiles for entitlement data ☐ ☑ ☑ Provides LDAP compatibility	
·	
Restricts access to web content and data based upon user	1
Web Data Entitlement f privileges Determines if a user or group of users have permission to	
manipulate web data (create, read, update, delete) Utilizes centralized directory of profiles for entitlement data Provides LDAP compatibility Provides NDS compatibility	1
Offers guaranteed secure data transfer	1
Virtual Private Networks Allows remote login Provides ability to grant varying levels of access based on user identity	1
Network Services	
Stores frequently requested web pages and graphics in a	1
temporary location Serves up previously cached content without accessing	1
original source Updates cache automatically to ensure integrity of content	



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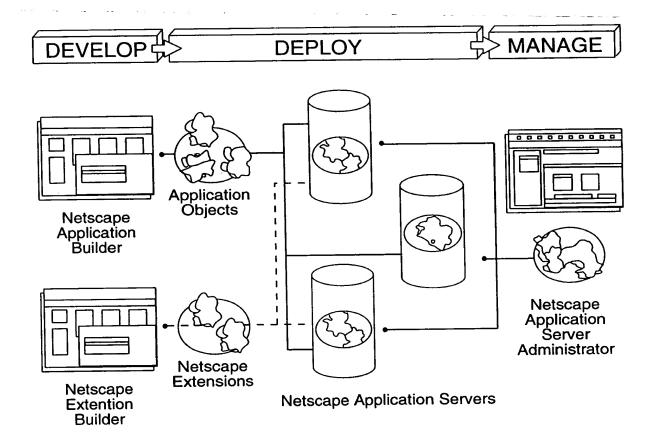
News Server/ WebAccess/ JavaWallet/ JavaWallet/ Mail Server NetDynamics And JavaCard /echeck

Calendar Server	SunScreen/ Sun.net Services Netra/ISP Server Bundles Web Servers W
Core Capabilities	Extended Detail
Application Proxy Services	 Passes requests from external clients to internal web servers and returns results Serves as trusted agent to access machines on the behalf of clients Hides IP Addresses of machines from external clients Provides configuration control over access permissions
Load Balancing	 Provides reverse proxy services Spreads tasks among application servers using an intelligent load-balance scheme (e.g., CPU utilization) Provides a centralized task distribution mechanism for routing services Identifies servers that are off-line and re-routes traffic
-Network Object Mgmt	 Provides centralized directory to facilitate network object interactions Provides ability to administer network objects (e.g printers, routers)
Quality of Service Z	 Offers range of speed and bandwidth based on customer profile (e.g., larger, higher profile customers get faster service upon request)
Remote Access A Services (RADIUS)	☐ ☐ ☐ ☐ ☐ Enables high density modem pooling ☐ ☐ ☐ ☐ Provides a single dial-in number for ISDN or ☐ ☐ ☐ ☐ ☐ Analog calls and an automatic back-up number if first one does not work
1	Creates an Integrated Firewall / authentication Allows remote authenticated access to intranet



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Client2 Application Server





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Developement Developer's Web Tools & IDEs Java, C/C++ Choice of Tools Tools Class Libraries (Java, C-+) Application Deployment Manager Deployment & Management Netscape Application Server **Browser** Remote Request Web Application Server & System Management & Server Components Application Services Transaction & Services Management Processing **Database Access & Data Processing** Thin Clients (Java,C++, ActiveX) Microsoft Sybase Oracle Informix

Fig. 36



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Client2 ECXpert

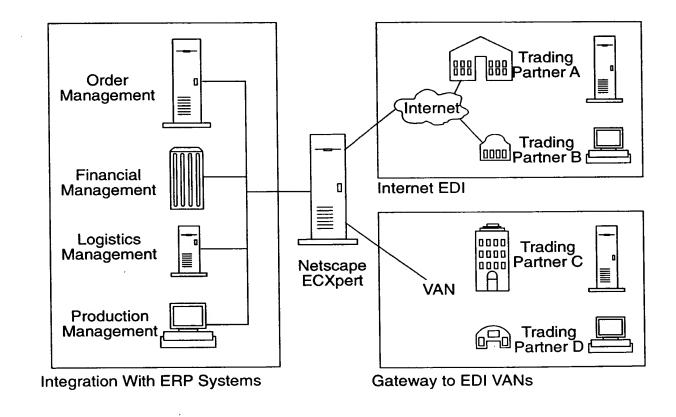


Fig. 37



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Client2 ECXpert

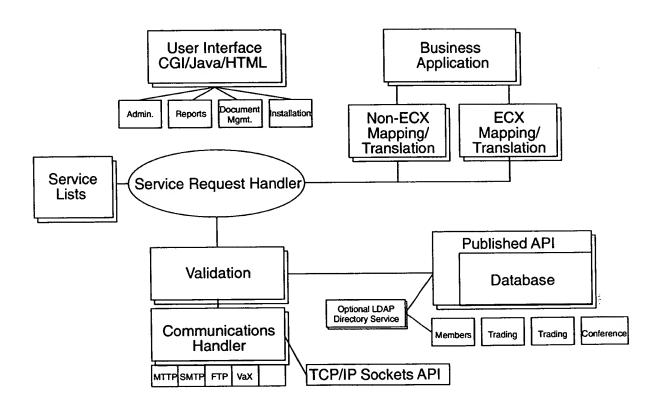


Fig. 38



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Client2 SellerXpert

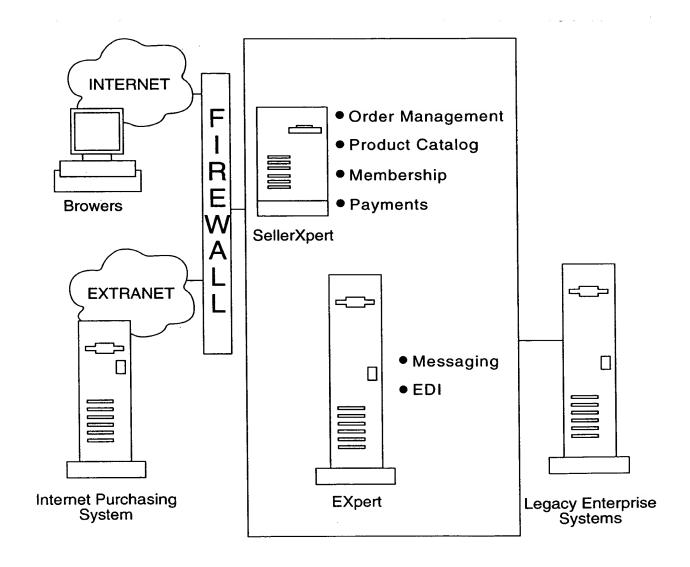
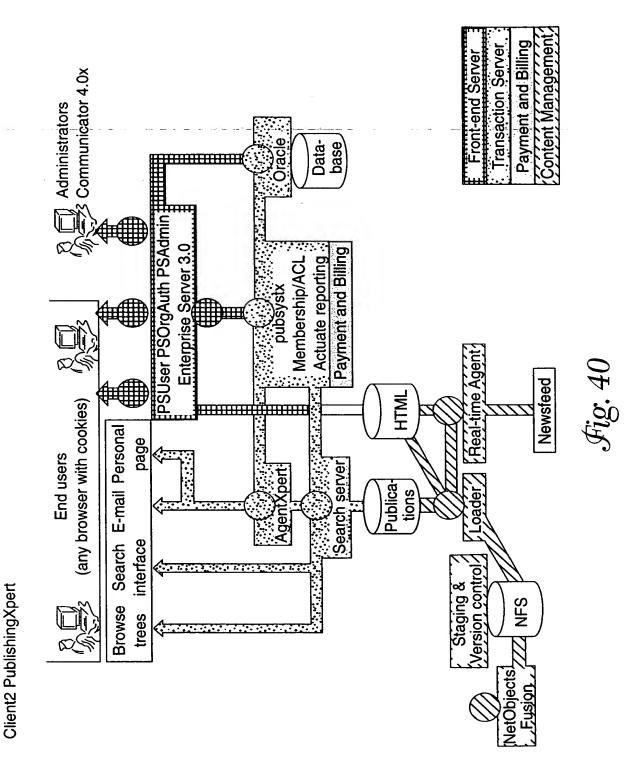


Fig. 39



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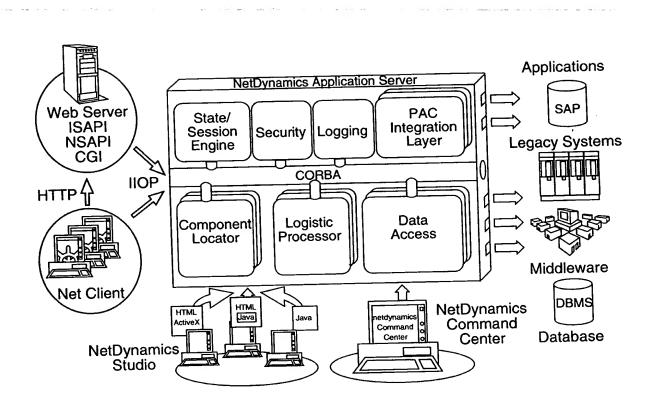




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- Any Web browser requests a dynamic-page
- 2 The Web server notifies ColdFusion
- (3) ColdFusion processes the dynamic-page based on the CFML tags
- ColdFusion generates an HTML page
- 5 The Web server sends the HTML page to the browser

Fig. 41



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Client1 Internet Mail Server

Server 2 Server 1 Proxy 2 Proxy 1 Round-robin DNB mail.isp.net Router Mail Client

 \mathcal{F} ig. 42



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Client1 Internet News Server

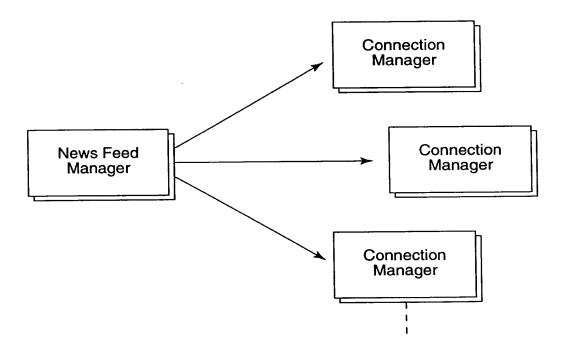


Fig. 43



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Client1 Personal WebAccess Browser

User Interface Shell
Personal Applications Browser Addressbook/Dialer Notebook
Device APIs Set top box Telecom Automotive
Personallava VM and Class Libraries

Fig. 44

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Client1 Directory Services

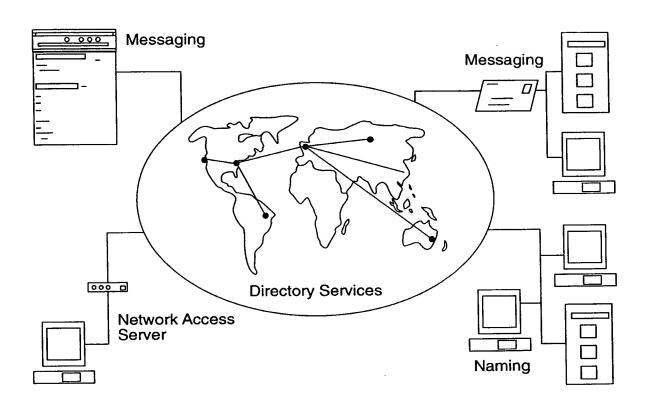
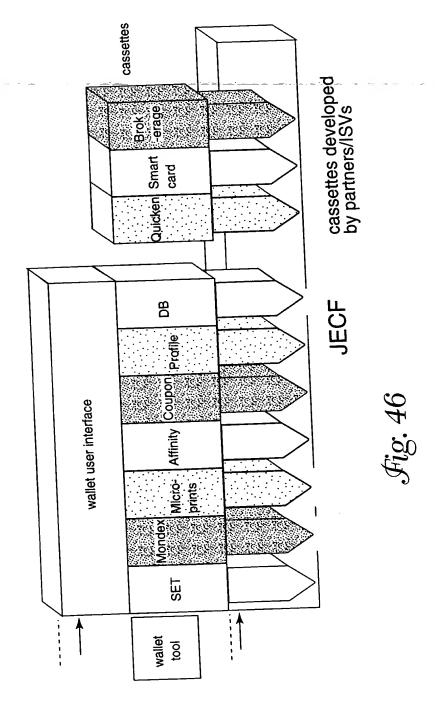


Fig. 45



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Client1 JavaWallet



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Client1Screen Product Suite

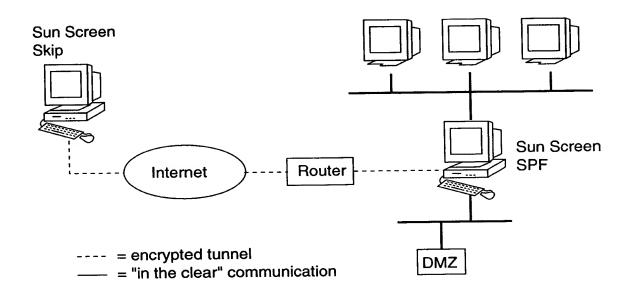


Fig. 47



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Netra Internet Server Bundle

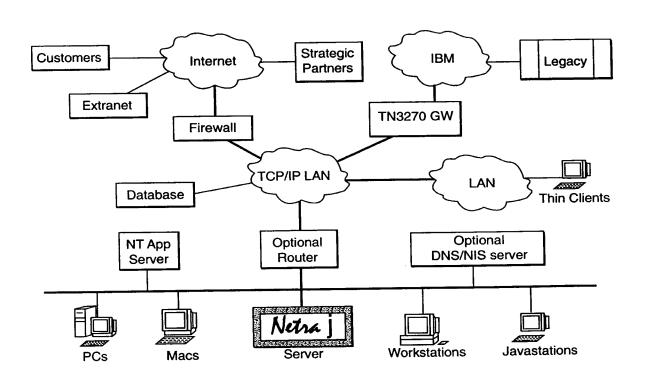


Fig. 48



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Solaris ISP Server Bundle

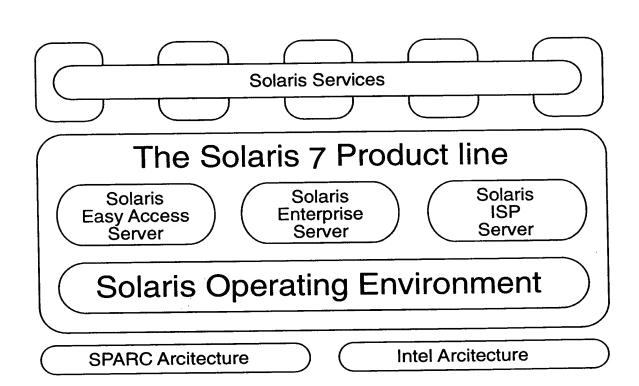


Fig. 49



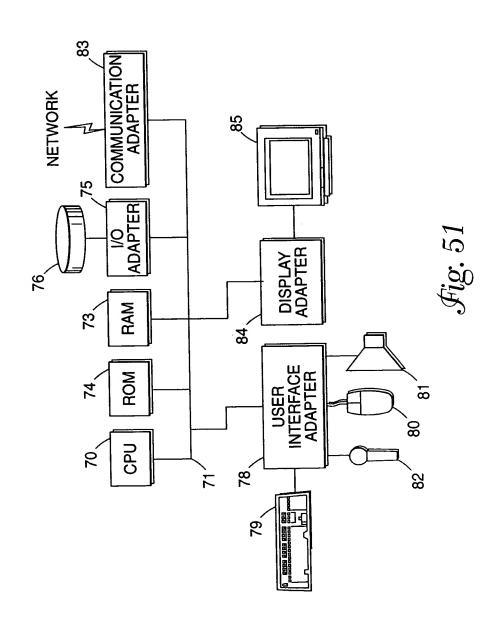
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SunTM Performance WorkshopTM Fortran SunTM Visual WorkshopTM C++ lavaTM BlendTM \mathcal{F} ig. 50 lavaScope SunTM WorkshopTM TeamWare JavaSpec PROJECT MANAGEMENT

Developement & Testing Tools



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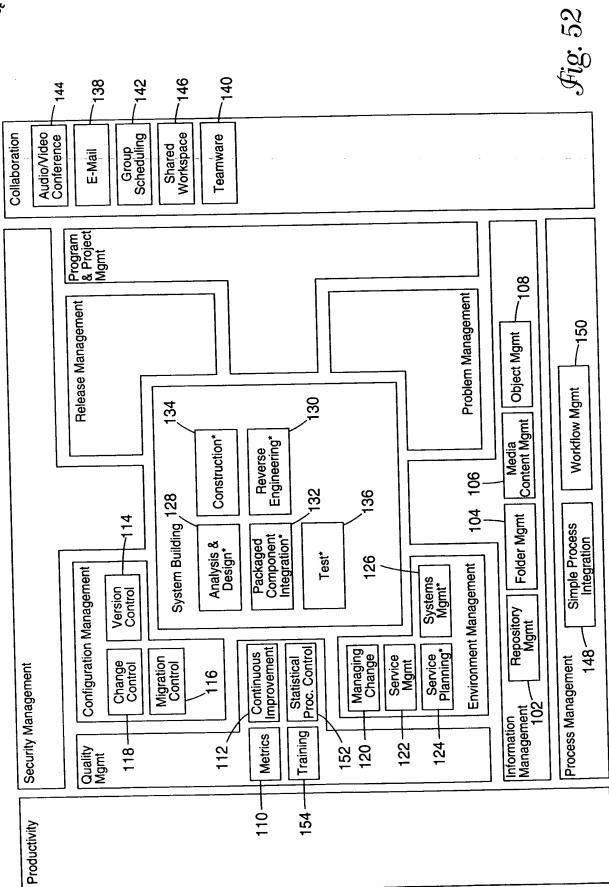




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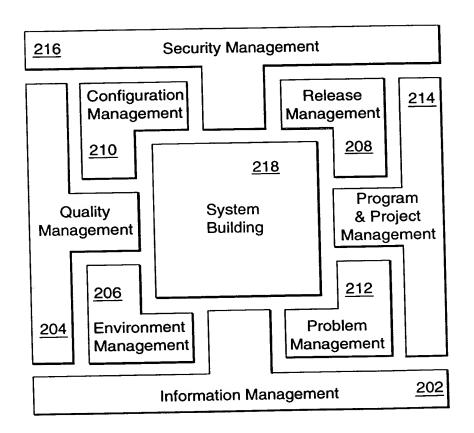


Fig. 53

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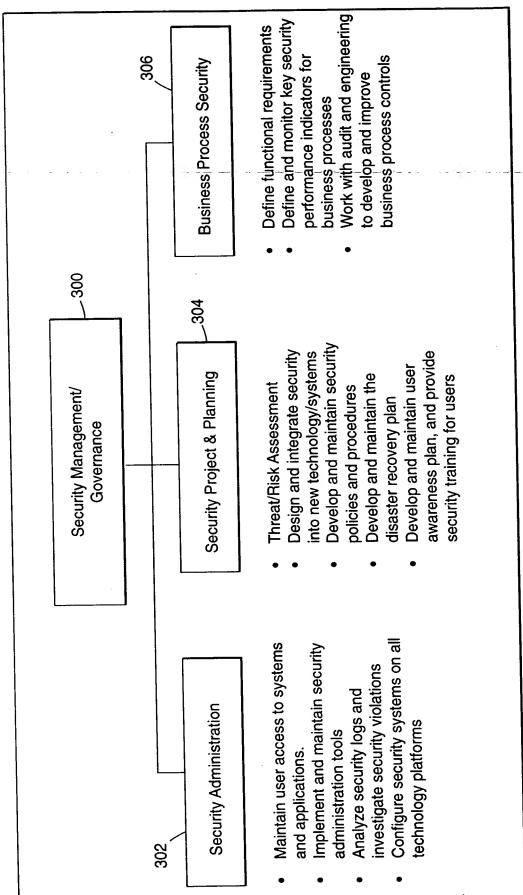
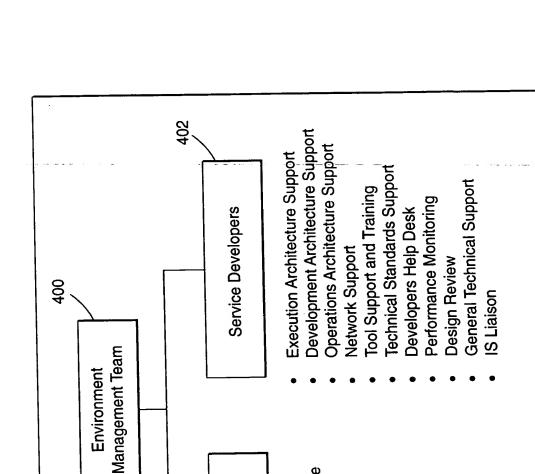


Fig. 54

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Preventative maintenance

Backups

Database reorganization Resource management

Repository operations Equipment installation Network operations System software

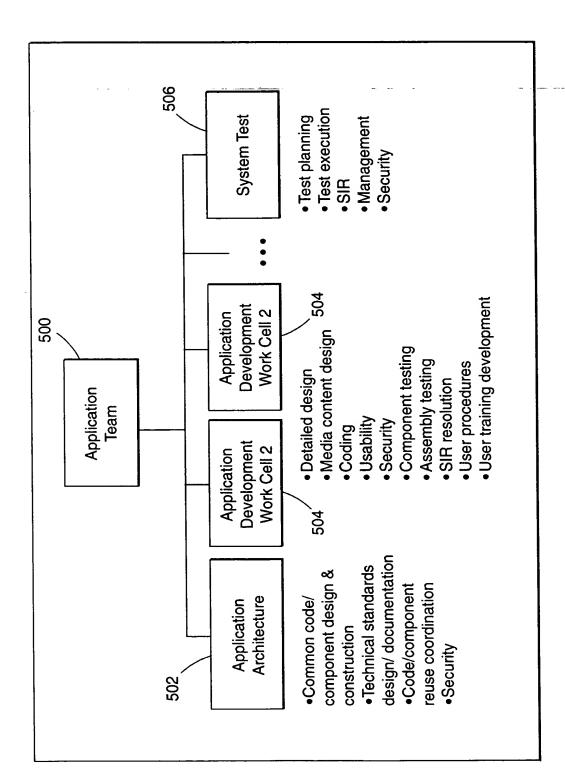
operations

Daily operations

Operate Dev. Environment



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Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

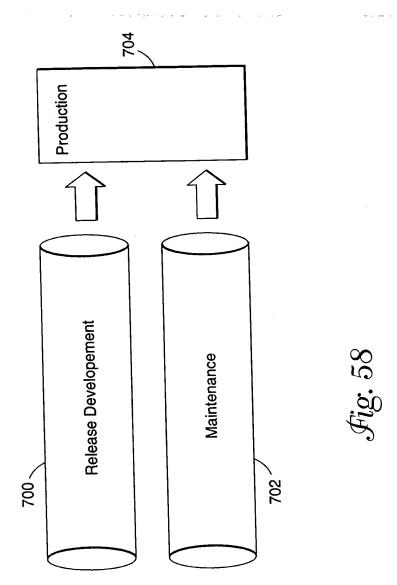
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> 612 **User Acceptance Test** 610 System Test ,608 **Assembly Test Application Development** 606 & Unit Test **Architecture System** 604 Test **Architecture Assembly** 602 Test Application Development ,600 & Unit Test

Fig. 57

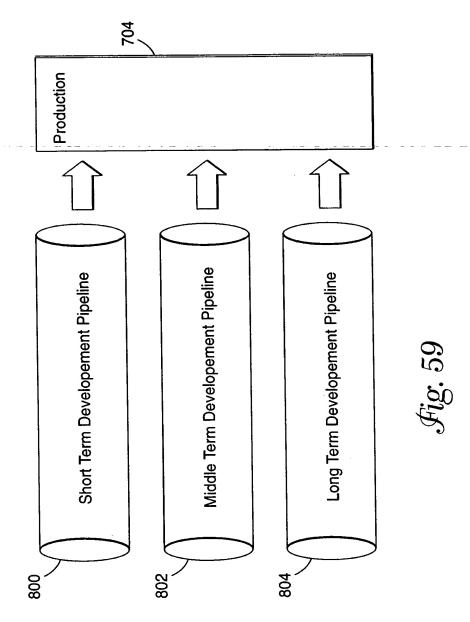


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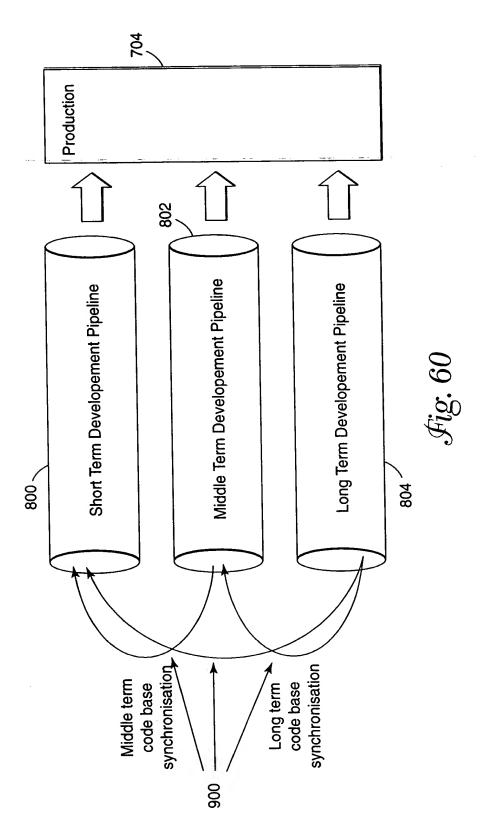


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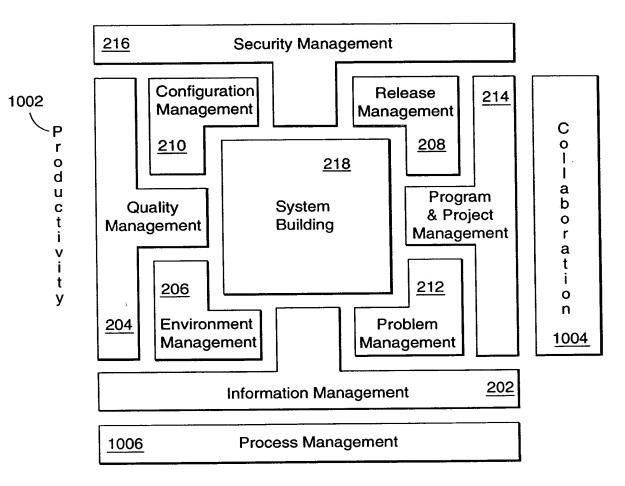


Fig. 61



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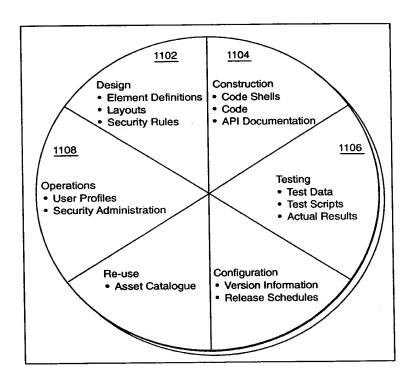


Fig. 62



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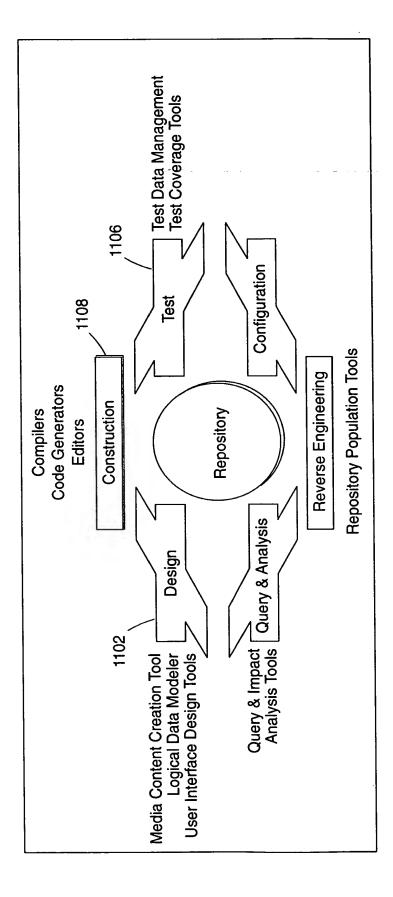
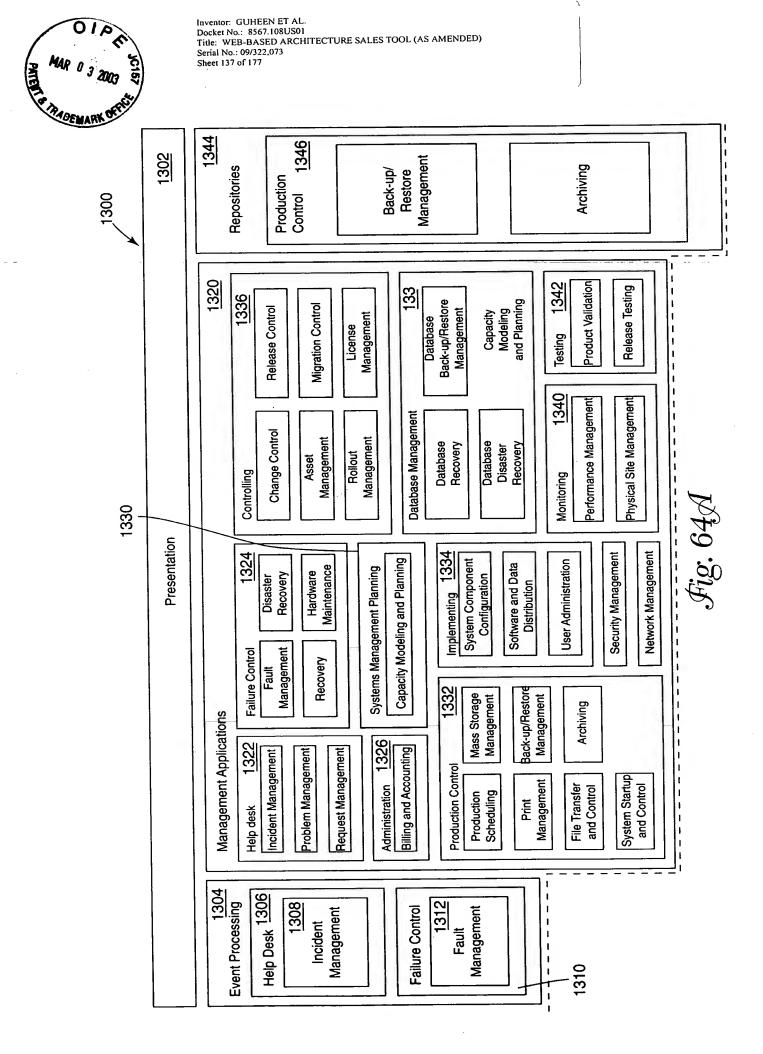


Fig. 63



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Fig. 64BFig. 64



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Event/Data Generation

1314

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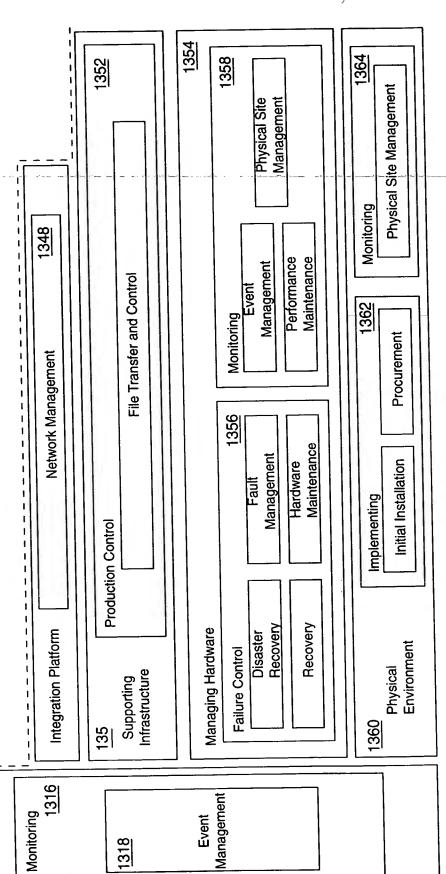


Fig. 64B



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Fig. $65\mathcal{A}$	$\mathcal{F}ig.~65\mathcal{B}$
Fig. 65C	Fig. 65P
Fig. 65E	Fig. 65F

Fig. 65

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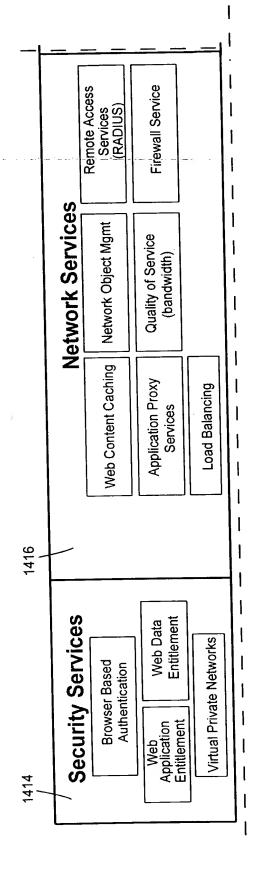


Fig. 65A

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Client Services Common Internet Certificates Services Web Application Servel State & Session Management 1418 \mathscr{F} ig. 65 \mathscr{B} Internet Services File Transfer Services (FTP) Interface Protocols CGI NSAPI / ISAPI Web Application Communications -SSL Email Transport Secure Browser HTTP - Page Rendering Services

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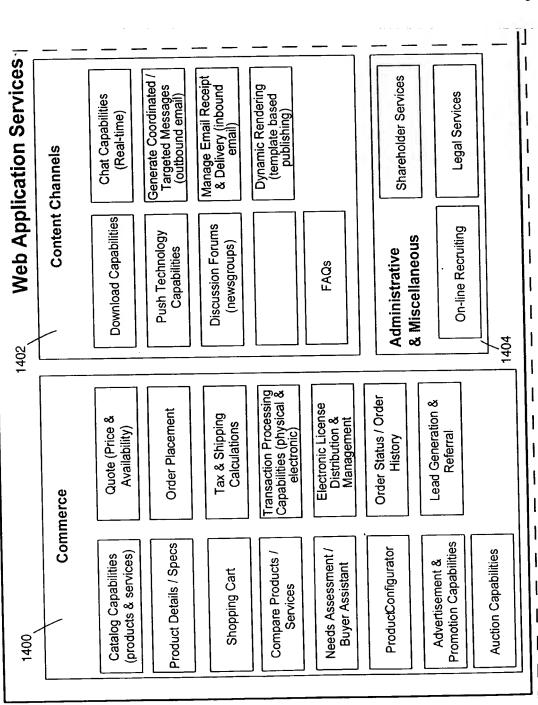


Fig. 65C

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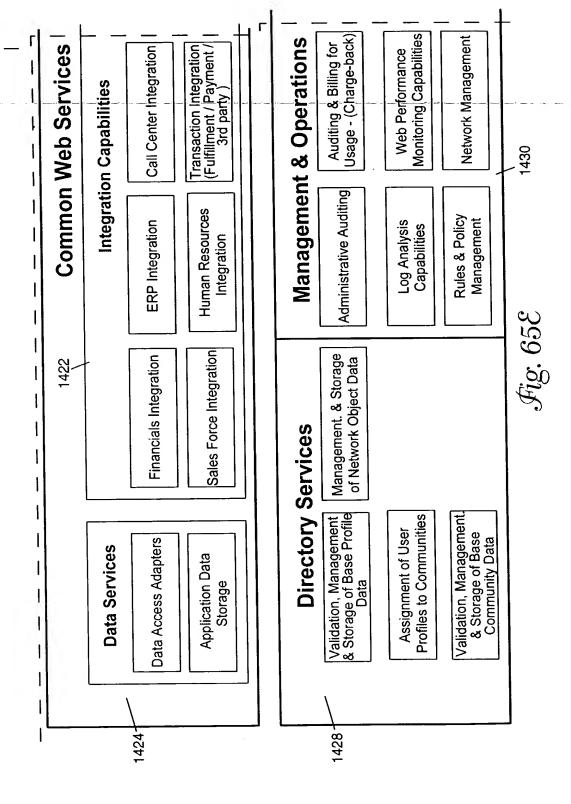
Call Center Telephony Integration, Chat) Service Cases / Consulting Follow-up Support / Knowledge Search / Diagnostics Consulting Services, Literature & Partner Returns & Warranty Product Registration Proactive Service Web Customer Create & Manage Online Support Web Based Self Notification Service Referral Claims .1412 **Education Services** Fraining Account Status Curriculum Generation Marketing Collateral Register for training Online Training Order Training 1410 **Publishing Services** Translation Capabilities Staging & Deployment Content Development Tools Text-only Rendering Content Management Content Mgmt & Content Review & Testing Tools Content Workflow Content Approval Localization / Capabilities Capabilities Tools Communities of Interest Customer Feedback & Events, Calendaring & Match Web content to Relationship Mgmt **Dynamically Facilitate** specific user profiles User Profile Mgmt (Active Profiling) Registration Customer Surveys 1406

Fig. 65D

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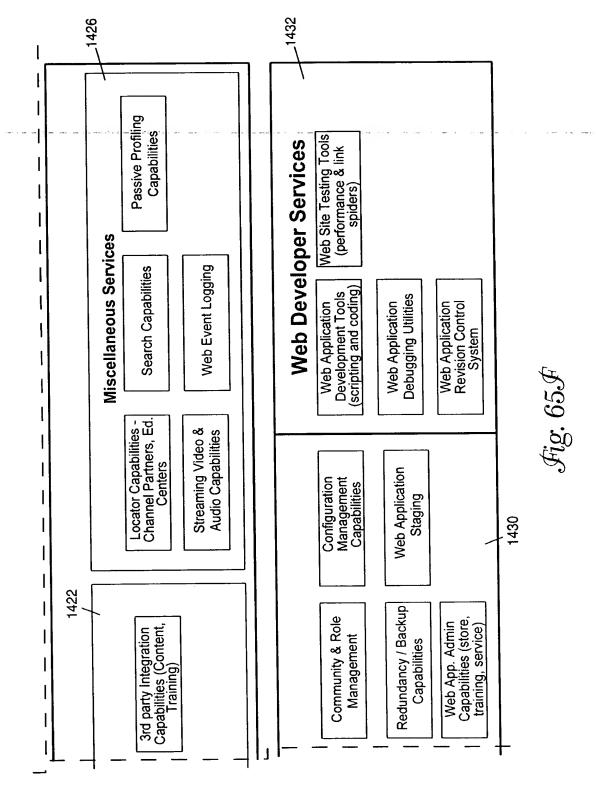
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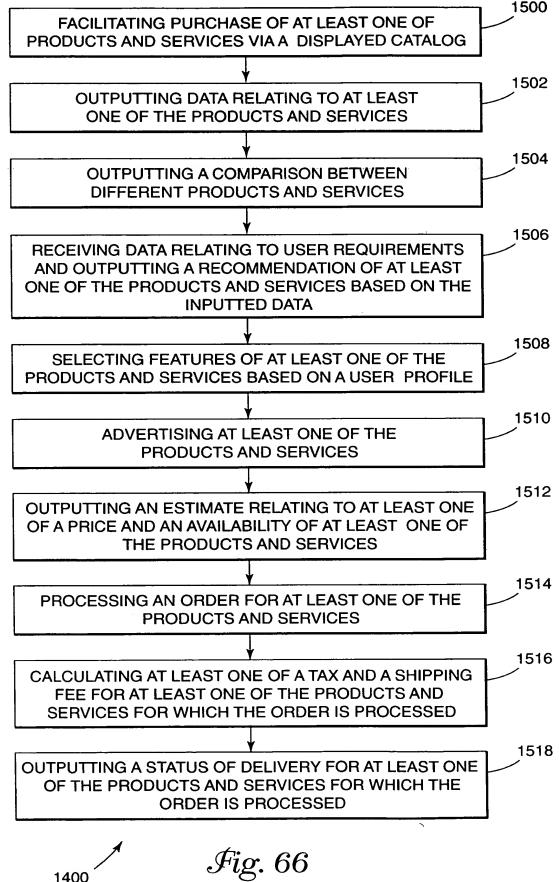
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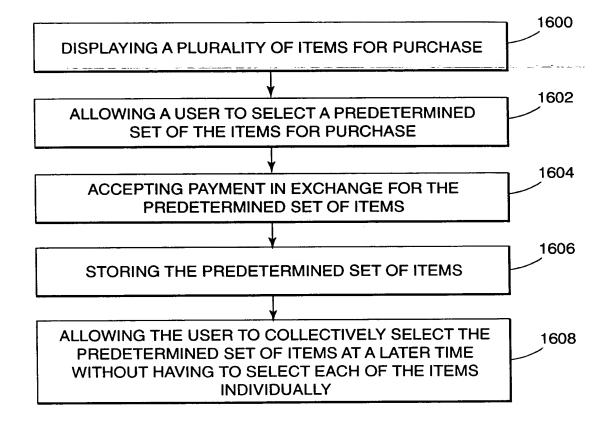


Fig. 67



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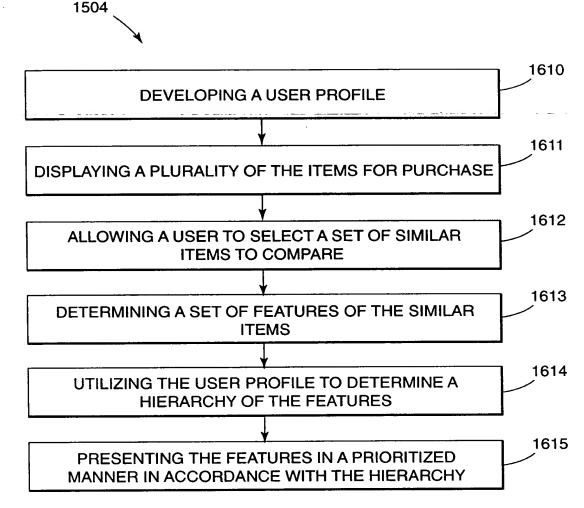


Fig. 68



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1614

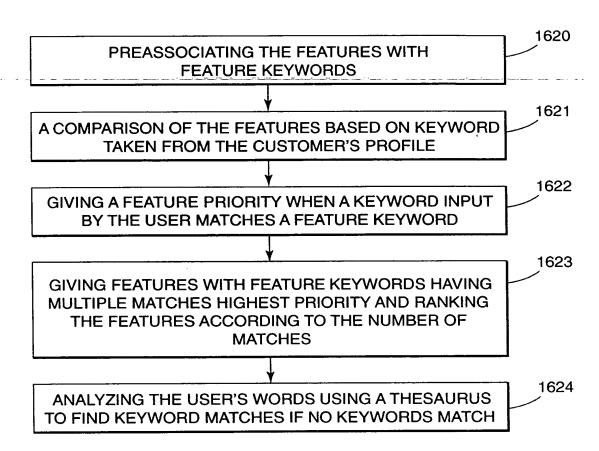


Fig. 69



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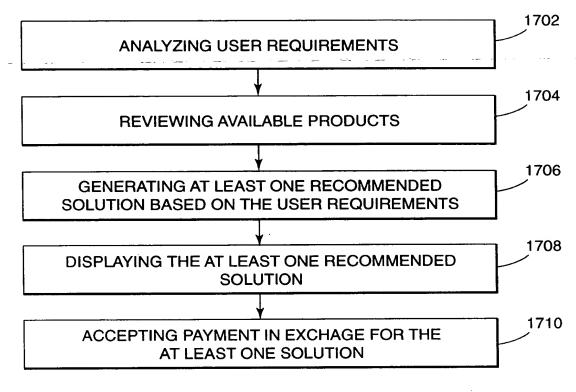


Fig. 70



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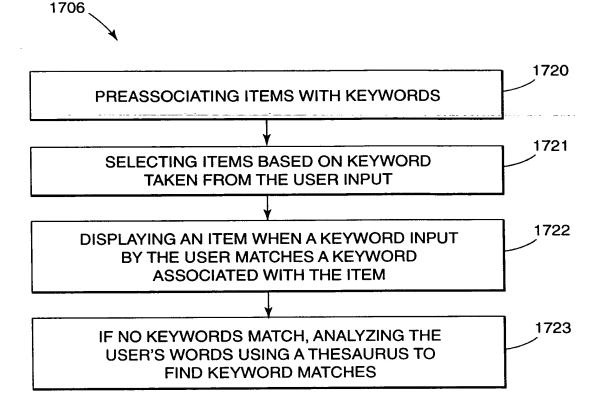


Fig. 71



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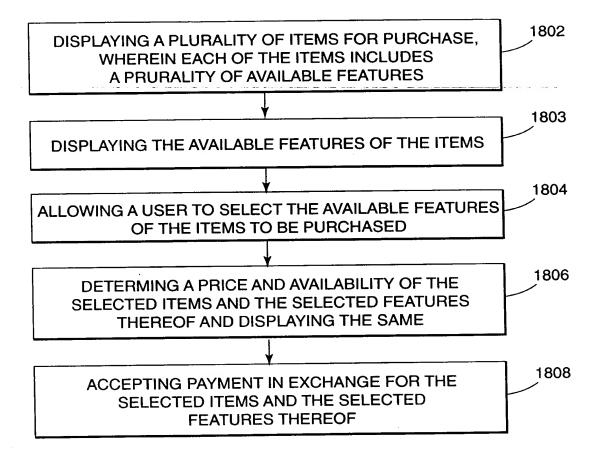


Fig. 72



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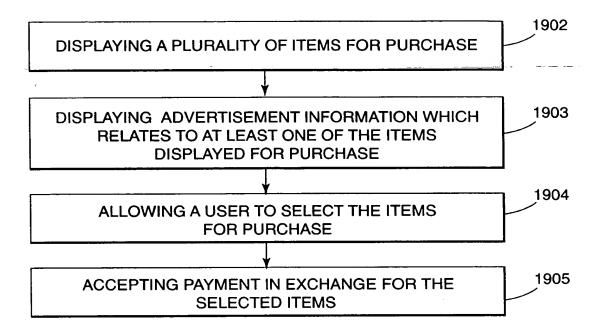


Fig. 73



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1903

PREASSOCIATING ADVERTISEMENTS WITH INDIVIDUAL ITEMS OR WITH ENTIRE CLASSES OF ITEMS'

1910

AUTOMATICALLY DISPLAYING ONE OR MORE OF THE ADVERTISEMENTS WHEN THE ITEMS ARE SELECTED FOR DISPLAY

1911

ROTATING THE ADVERTISEMENTS SO THAT EACH GETS AN EQUAL AMOUNT OF DISPLAY TIME, OR ACCORDING TO THE PREMIUM PAID BY THE ADVERTISER

1912

Fig. 74



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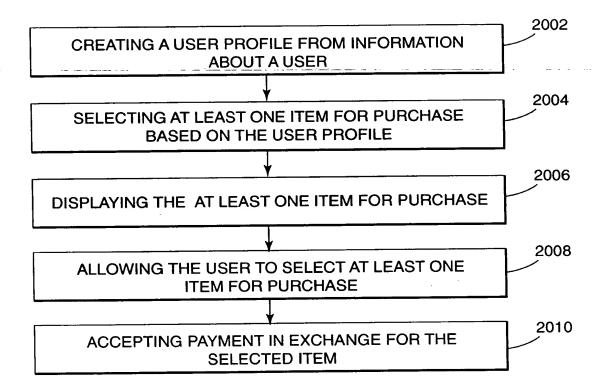


Fig. 75



Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

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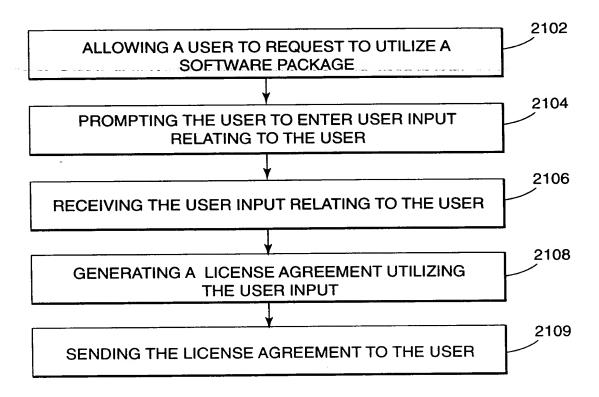


Fig. 76



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2108 2110 SETTING FORTH THE TERMS OF THE LICENSE AGREEMENT 2111 SETTING FORTH LICENSOR IDENTIFICATION **INFORMATION** 2112 SETTING FORTH LICENSEE (USER) IDENTIFICATION **INFORMATION** 2113 VERIFYING IDENTIFICATION

Fig. 77



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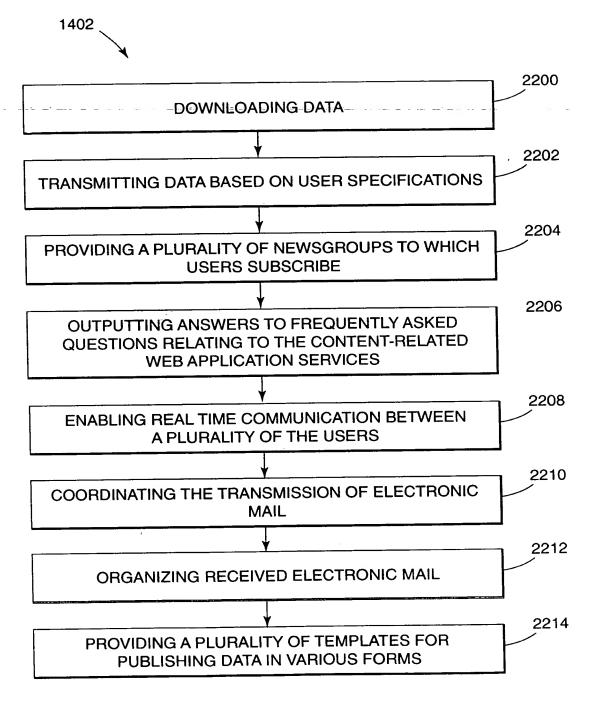


Fig. 78



Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

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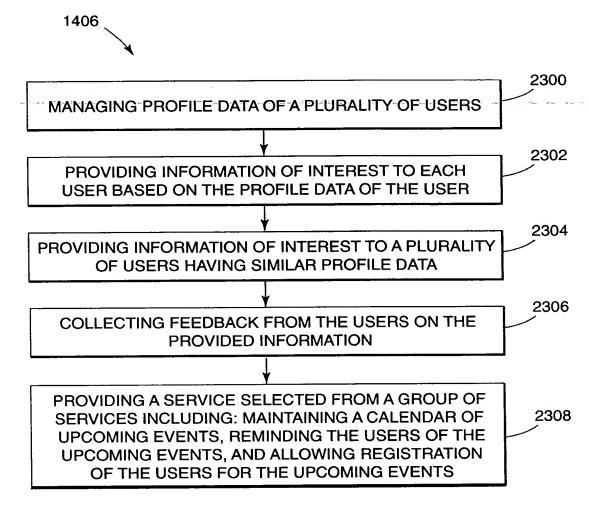


Fig. 79



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2300 2310 DEVELOPING A USER PROFILE 2311 DISPLAYING AN ITEM FOR PURCHASE WITH A SET OF FEATURES 2312 CUSTOMIZING THE PRESENTATION OF THE SET OF FEATURES BASED ON THE USER PROFILE 2313 ALLOWING A USER TO SELECT THE ITEM FOR

Fig. 80

PURCHASE

Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

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2310

2320 COLLECTING USER INFORMATION SUCH AS SEARCH REQUESTS, SHOPPING EVENTS, AND BROWSING HABITS 2321 PLACING ALL OF THE USER INFORMATION IN A DATABASE FOR RETRIEVAL WHEN NECESSARY 2322 ESTIMATING A USER'S BUYING PATTERN FOR A PAR-TICULAR TYPE OF ITEM EACH TIME A USER USES THE SYSTEM 2323 LOGGING THE USER'S CURRENT ACTIVITIES AND ENTERING THEM INTO THE DATABASE

Fig. 81



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DEVELOPING CONTENT OF A DATA INTERFACE FOR
ACCESSING DATA ON A NETWORK

MANAGING THE CONTENT OF THE DATA INTERFACE

APPROVING THE PUBLICATION OF THE CONTENT
BEFORE TRANSMISSION OF THE CONTENT

2404

TESTING THE CONTENT OF THE DATA INTERFACE

Fig. 82



Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

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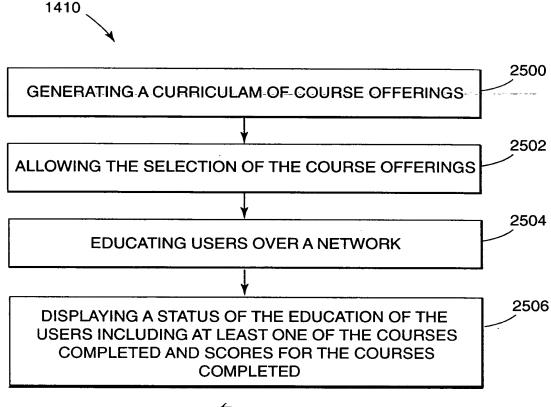


Fig. 83



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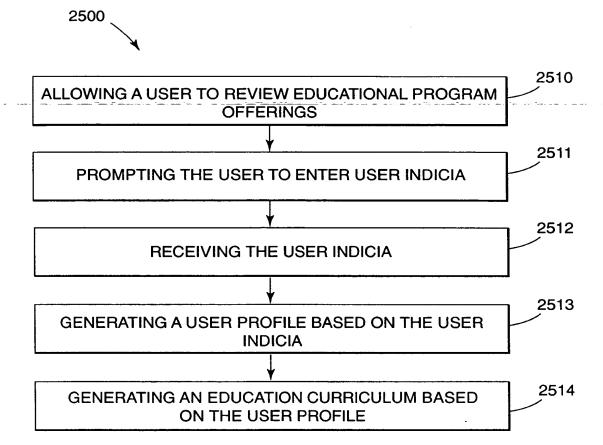


Fig. 84



Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

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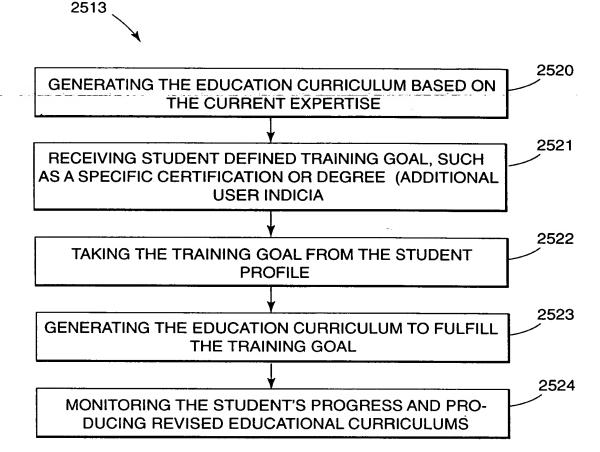


Fig. 85



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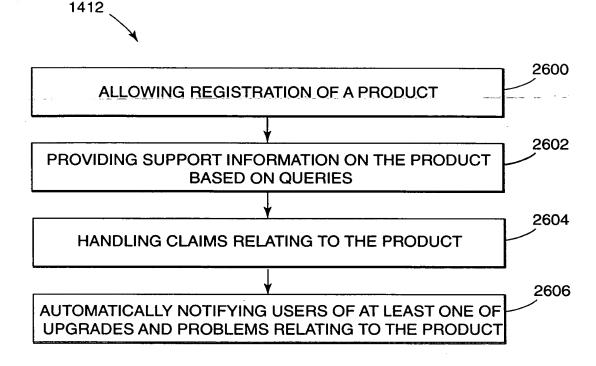


Fig. 86



Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

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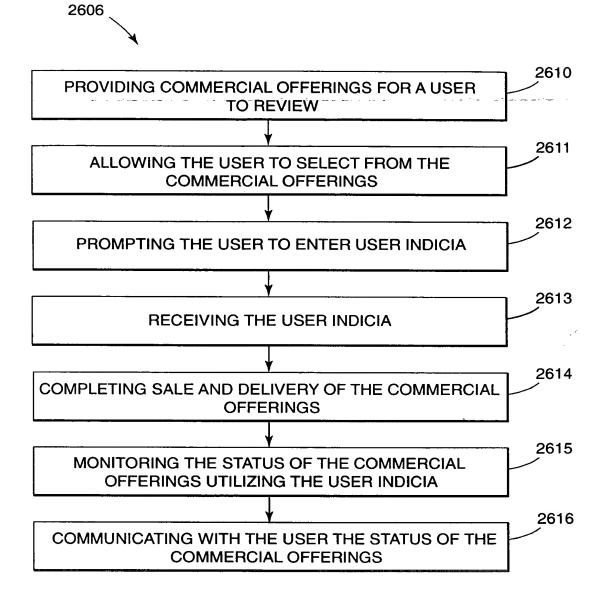


Fig. 87



Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

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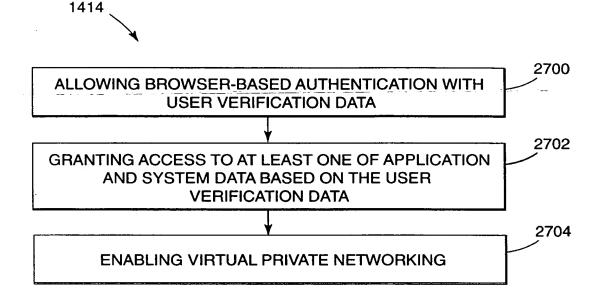


Fig. 88



Title: WEB-BASED ARCHITECTURE SALES TOOL (AS AMENDED)

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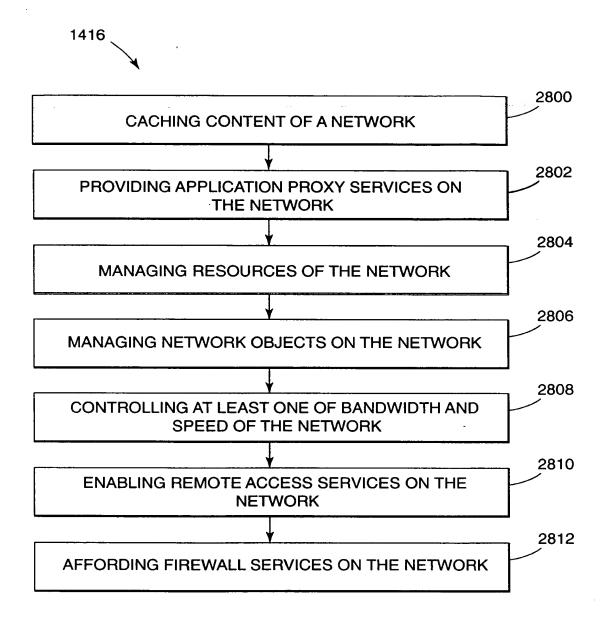


Fig. 89

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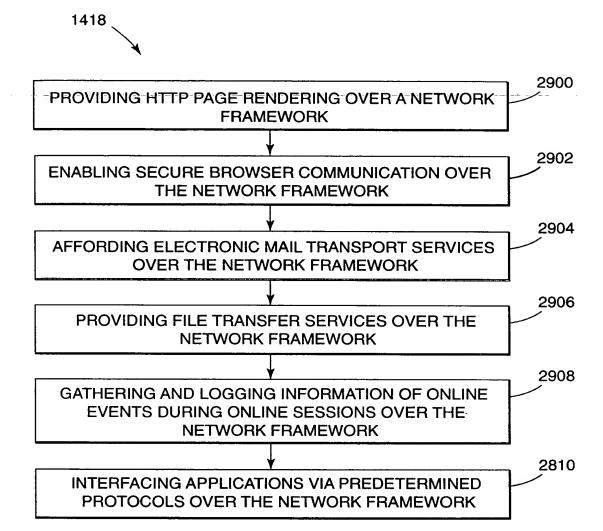


Fig. 90



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1420 MANAGING CLIENT VERIFICATION DATA FOR USER 3000 **AUTHENTICATION PURPOSES IN A NETWORK** FRAMEWORK 3002 PROVIDING ELECTRONIC MAIL CAPABILITIES IN THE **NETWORK FRAMEWORK** 3004 ENABLING NETWORK FRAMEWORK BROWSING IN THE **NETWORK FRAMEWORK** 3006 **OUTPUTTING ANSWERS TO FREQUENTLY ASKED** QUESTIONS RELATING TO THE CONTENT-RELATED WEB APPLICATION SERVICES 3008 PROVIDING NEWS READER CAPABILITIES IN THE **NETWORK FRAMEWORK** 3010 AFFORDING CHAT ROOM CAPABILITIES IN THE **NETWORK FRAMEWORK** 3012 ENABLING PLAYBACK CAPABILITIES IN THE NETWORK **FRAMEWORK** 3014 PROVIDING FINANCIAL TRANSACTIONAL CAPABILITIES IN THE NETWORK FRAMEWORK

Fig. 91



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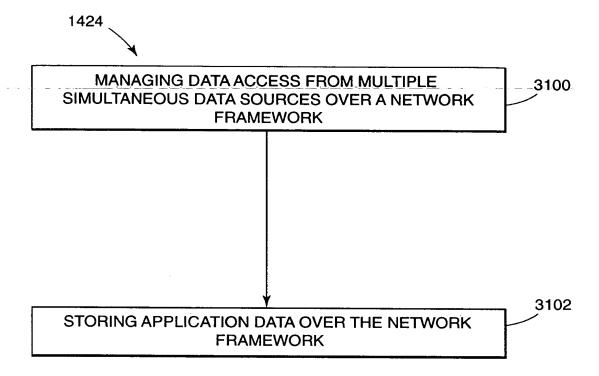


Fig. 92



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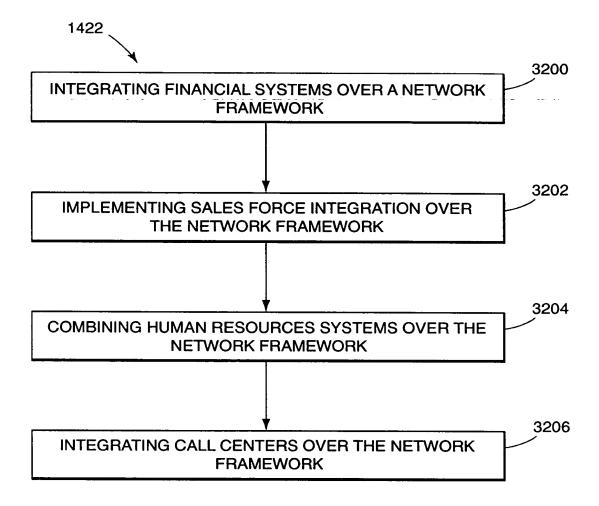


Fig. 93



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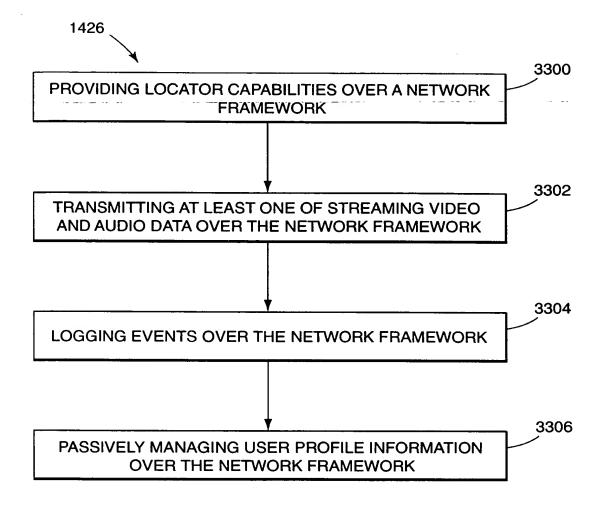


Fig. 94



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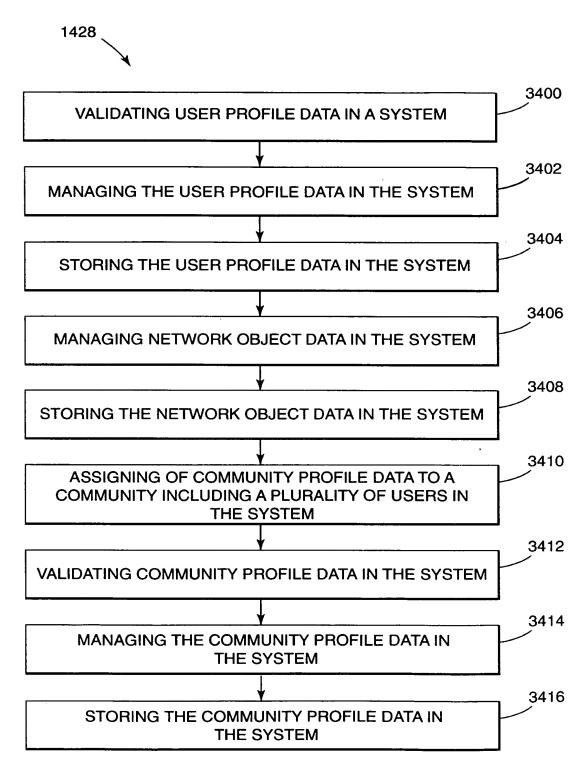


Fig. 95



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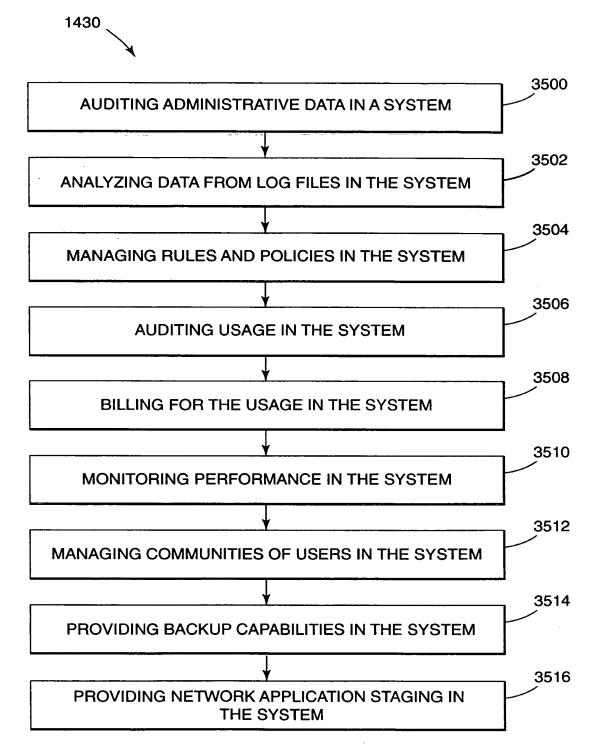


Fig. 96



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PROVIDING DEVELOPMENT TOOLS FOR SYSTEM
APPLICATIONS

3600

DEBUGGING THE SYSTEM APPLICATIONS

3604

CONTROLLING THE GENERATION OF REVISIONS OF THE SYSTEM APPLICATIONS

TESTING THE OPERABILITY OF THE SYSTEM APPLICATIONS

Fig. 97